

# Development and Utilization of Tourism Resources in Ancient Villages of Guangdong Province

Taking Shawan Ancient Town in Guangzhou as an Example\*

Qinhui Feng

Guangzhou College of Commerce  
Guangzhou, China 511363

Ruiran Pan

Guangzhou College of Commerce  
Guangzhou, China 511363

Tingting Lan

Guangzhou College of Commerce  
Guangzhou, China 511363

**Abstract**—The “Nineteenth National Congress” of the Communist Party of China has constantly put forward the sustainable development idea of strengthening the construction of ecological civilization, speeding up the reform of ecological civilization system, promoting green development and building a beautiful China. It is of great importance to take full advantage of the advantages of local tourism development, improve the tourism benefits of Shawan ancient town, strengthen the development and protection of tourism resources of Shawan ancient town, promote the development of local tourism and achieve sustainable economic development. At the same time, it also provides reference for the current tourism development design of strengthening tourism development to promote targeted poverty alleviation work.

**Keywords**—development and utilization of tourism resources; characteristic ancient town; humanistic ancient town; eco-leisure tourism

## I. INTRODUCTION

The report of the “Nineteenth National Congress” of the Communist Party of China clearly points out that the modernization we desire to build is the modernization of the harmonious coexistence of man and nature. We should create more material and spiritual wealth to meet the people's growing demands for a better life, as well as provide more high-quality ecological products to meet the people's growing demands for a beautiful ecological environment. The report of the Nineteenth National Congress points out the route map for China to promote the construction of ecological civilization and green development in the future, which requires that development should not only concentrate on speed and efficiency, but also find the best balance point between growth and protection, between local and overall, and between current and long-term. With the vigorous support and promotion of our province to Guangzhou's tourism industry, the driving role of Guangzhou's overall economic development has been

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further strengthened. As one of the traditional settlement types, ancient villages have become human tourism resources in the context of tourism. As an ancient town of Shawan in Guangzhou, it has the cultural characteristics of ancient villages, so we can develop and utilize the tourism resources of ancient villages, seize their current good economic development, favorable geographical position and abundant resource advantages to conduct a comprehensive research and discussion on the overall development of local tourism, which make full use of and develop the tourism resources of Shawan ancient town in Guangzhou and build a tourism complex of distinctive ancient town, humanistic ancient town and ecological leisure. At the same time, it also provides reference for the current tourism development design of strengthening tourism development to promote targeted poverty alleviation work in the new situation.

## II. DEVELOPMENT OF LOCAL TOURISM

Shawan ancient town that was built in the Southern Song Dynasty (1127-1279) is a Lingnan cultural ancient town with a long history. In many years of development history, Shawan has formed and retained Lingnan culture with traditional historical culture and folk culture as its main body that is an outstanding representative of Cantonese culture with the Pearl River Delta as its core. It is rich in material and intangible cultural heritage resources and a large number of ancient buildings, such as ancestral temples and temples, as well as commercial and residential sites are well preserved. Guangdong music, Piao-se, dragon and lion dance, orchid, catering and other folk arts and folk culture are flourishing, with obvious advantages. At the same time, Shawan town is adjacent to Panyu central district of Guangzhou City, and the core area of tourism covers a vast area with convenient transportation, abundant tourism resources and abundant geographical advantages. At present, a number of Ming and Qing ancient buildings with historical and cultural value, such as the Liugengtang and Jufulou, have been renovated in the core tourist area, the ancient architectural style of Qingshuijing area has been reproduced, several ancient streets and alleys

have been preliminarily completed, and the greening landscape has been upgraded and transformed. The local government strengthens the tourism operational mode of "government-led, social participation, enterprise investment, cooperative operation and benefit sharing", reasonably implements the protection and development of historic and cultural blocks, and further develops the comprehensive role of folk art in promoting local economic life, cultural undertakings and social development and other aspects through the three major projects of cultural relics protection, cultural inheritance and environmental renovation. At the same time, it should promote the construction of public cultural service system and cultural industry, boost the local economic and social development, safeguard the basic cultural rights and interests of the numerous residents, and let them share the fruits of cultural development, which forms a good social morality for protecting folk culture, inheriting folk culture and innovating folk culture, jointly maintains the original Cantonese culture and folk customs, so as to realize the win-win of the inheritance of excellent traditional culture and economic development. The "13th Five-year Plan" of Tourism Development has put forward higher requirements for tourism development as evidenced by the relevant policies and measures have been put forward and implemented, such as the implementation of the "tourism plus" strategy; the increase of investment in tourism infrastructure and public service facilities; the improvement of land supply policy; the innovation of financial support policy; the implementation of the main responsibility of local governments for investment in tourism infrastructure; the improvement of tourism fiscal and taxation policy and other a series of policy support that have provided significant opportunities for tourism development. At the same time, during the "13th Five-year Plan" period, the acceleration of the transformation of tourism development mode from tourist attractions tourism development to global tourism development mode, the transformation of innovative development concept of tourism industry, and the integration of tourism market and others can well boost the innovation of ancient village tourism development mode and the integration of ancient village tourism market in Guangdong.

In order to better promote the development and utilization of tourism resources, this paper conducts an investigation and analysis of Shawan ancient town from the perspective of cultural connotation and service management of tourist attractions. The investigation is mainly carried out by means of questionnaires and interviews, and the interviewees and survey objects are selected from the staff and local residents, tourists and so on. The interview and survey contents mainly focus on specific indicators for investigation and analysis such as features of tourist attractions, cultural connotations, ticket prices, good traffic conditions in tourist attractions, clear guide signs, reasonable layout of public toilets, reasonable placement and clean appearance of garbage cans, clean and comfortable environment, adequate public rest facilities, perfect consultation services, the degree of service enthusiasm of tourist attraction staff and work efficiency.

After the investigation, factor analysis feasibility test is carried out on the data. According to the results of KMO and

Bartlett test as shown in "Table I", the KMO value is 0.861 in the output result, with better factor analysis effect. In addition, the approximate chi-square value is 898.576, the degree of freedom is 55, and the value of significance probability is zero that is less than 0.05, which are enough to show that there are common factors in the overall correlation matrix. The test results show that the problem is applicable to factor analysis.

TABLE I. KMO AND BARTLETT TEST

|                                                 |                                   |         |
|-------------------------------------------------|-----------------------------------|---------|
| Kaiser-Meyer-Olkin measure of sampling adequacy |                                   | .861    |
| Bartlett's sphericity test                      | Chi-square that is read last time | 898.576 |
|                                                 | Freedom                           | 55      |
|                                                 | Saliency                          | .000    |

TABLE II. COMMON FACTOR VARIANCE

|                                                                                          | <b>Initiation</b> | <b>Extraction</b> |
|------------------------------------------------------------------------------------------|-------------------|-------------------|
| Characteristics of Tourist Attractions                                                   | 1.000             | .716              |
| Cultural Connotations                                                                    | 1.000             | .710              |
| Ticket price is reasonable                                                               | 1.000             | .681              |
| Good Traffic Conditions in Tourist Attractions                                           | 1.000             | .502              |
| The guide sign is clear                                                                  | 1.000             | .605              |
| Rational Layout of Public Toilets                                                        | 1.000             | .671              |
| Reasonable Placement and Clean Appearance of Garbage Cans                                | 1.000             | .642              |
| Clean and Comfortable Environment                                                        | 1.000             | .474              |
| Adequate Public Rest Facilities                                                          | 1.000             | .517              |
| Perfect Consulting Service                                                               | 1.000             | .800              |
| Tourist attraction staff offers enthusiastic service, high efficiency, friendly attitude | 1.000             | .821              |

The common factor variance is shown in "Table II". The greater the common factor variance, the stronger the explanatory power of factor analysis model to the original variables. As can be seen from the above table, the maximum common factor variance is 0.821 and the minimum is 0.474. It can be seen that there is a certain correlation among these 11 indicators, and if the correlation between individual problems is very strong, it indicates that there are duplicate information in these variables, but there are still some variables with weak correlation, which can be simplified to factor variables by principal component analytic method but need to rotate the factor matrix.

TABLE III. EXPLANATION OF EIGENVALUE AND TOTAL VARIANCE

| Component | Initial Eigenvalue |                        |              | Extraction Sums of Squared Loadings |                        |              | Rotary Loading Square Sum |                        |              |
|-----------|--------------------|------------------------|--------------|-------------------------------------|------------------------|--------------|---------------------------|------------------------|--------------|
|           | Total              | Percentage of variance | Cumulative % | Total                               | Percentage of variance | Cumulative % | Total                     | Percentage of variance | Cumulative % |
| 1         | 4.857              | 44.152                 | 44.152       | 4.857                               | 44.152                 | 44.152       | 2.937                     | 26.700                 | 26.700       |
| 2         | 1.238              | 11.258                 | 55.411       | 1.238                               | 11.258                 | 55.411       | 2.160                     | 19.638                 | 46.338       |
| 3         | 1.046              | 9.509                  | 64.920       | 1.046                               | 9.509                  | 64.920       | 2.044                     | 18.582                 | 64.920       |

<sup>a</sup>. Extraction method: principal component analysis

After extracting the factors according to the principle of Eigen value that is greater than 1, the explanatory ratio of the total variance is 64.920%, with better model effect, as shown in "Table III".

TABLE IV. ROTATING COMPONENT MATRIX

|                                                                                          | Components |      |      |
|------------------------------------------------------------------------------------------|------------|------|------|
|                                                                                          | 1          | 2    | 3    |
| Characteristics of Tourist Attractions                                                   |            |      | .762 |
| Cultural Connotations                                                                    |            |      | .748 |
| Ticket price is reasonable                                                               |            |      | .608 |
| Good Traffic Conditions in Tourist Attractions                                           | .597       |      |      |
| The guide sign is clear                                                                  | .661       |      |      |
| Rational Layout of Public Toilets                                                        | .779       |      |      |
| Reasonable Placement and Clean Appearance of Garbage Cans                                | .742       |      |      |
| Clean and Comfortable Environment                                                        | .549       |      |      |
| Adequate Public Rest Facilities                                                          | .624       |      |      |
| Perfect Consulting Service                                                               |            | .824 |      |
| Tourist attraction staff offers enthusiastic service, high efficiency, friendly attitude |            | .866 |      |

As shown in "Table IV", the loading values of all factors of the three factors that are extracted from 11 indicators are above 0.5, which indicates that the original index of each factor have more obvious correlation.

Factor 1 achieves higher score on better traffic conditions, clear guide signs, reasonable layout of public toilets, reasonable placement and clean appearance of garbage cans, clean and comfortable environment, and adequate public rest facilities in tourist attractions, which can be concluded as the infrastructure factor, and with 26.700% of the original information [5].

Factor 2 achieves higher score on perfect consultation service, hospitable service, high efficiency and friendliness of staff in tourist attractions, which can be concluded as service factor, with 19.638% of the original information.

Factor 3 achieves higher score higher on features of tourist attractions, cultural connotations and reasonable ticket prices, which can be concluded as characteristics and cultural factors, with 18.582% of the original information.

After the deep investigation on the characteristics, culture and management of tourist attractions have been carried out, the analysis of each factor shows that the tourism resources,

tourism management and other aspects of Shawan ancient town in Guangzhou have developed better. We should fully understand the basic situation of local tourism development and combine with the actual situation of local tourism development under the new situation of tourism development to target strengthen the development and utilization of tourism resources in order to continuously promote the development of local tourism and achieve sustainable economic development.

### III. COUNTERMEASURE OF TOURISM DEVELOPMENT UNDER THE NEW SITUATION

#### A. Strengthening the Protection Work of Tourism Resources

Shawan ancient town serves as one of the carriers of Lingnan culture. The ancient villages in Guangdong that have profound cultural connotations and important historical, cultural, architectural, artistic and tourist values are integrated with natural landscapes, moral traditions, folk customs and architectural aesthetics. Due to the increasing number of tourists every year, uncivilized behavior of tourism often occurs in tourist attractions, which leads to the destruction of individual tourism resources. In the process of developing and utilizing tourism resources, Shawan ancient town should first continue to do a good job in the protection work of relevant tourism resources, strengthen the publicity of civilized tourism behavior, formulate and improve the protecting system of tourism resources because we should protect tourism resources in order to better develop tourism.

#### B. Continuing to Improve the Facilities of Tourist Attractions

There are abundant tourist resources in tourist attractions. In the process of exploiting and utilizing tourist resources, we should not only take full advantage of these tourist resources, but also strengthen the government's macro-control, broaden the channels of funds to increase investment, continue to improve the conditions of scenic spots, so as to construct the development concept of government as the leading force, enterprises as the main body, social organizations and public participation to promote the overall development of local tourism. For example, some tourists mentioned that in the process of investigation the addition of open spaces and seats for rest, the cleaning of toilets in the tourist attractions, the maintenance of related facilities, the replacement of blurred signs, and the improvement of facilities in tourist attractions are one of the prerequisites for tourism development.

### C. *Strengthening the Construction of Tourist Attraction Management Team and Doing a Good Job in Management and Service*

In the process of developing and utilizing tourism resources, the working consciousness and ability of the management and service staff of tourist attractions are particularly important for the management and service work of tourist attractions. To continuously improve and enhance the management and service work, it is necessary to make great efforts to strengthen the construction of the management talent team of tourist attractions. It can actively organize the management staff of tourist attractions to participate in such training as tourism statistics and tourism statistics, tourist ticket management, tourist attraction management, star hotel management, tourism law enforcement, tourism guidance, tourist attraction catering service standards, human resources management, tourism reception service etiquette standards, customer service and other professional knowledge that are organized by superior tourism departments, which can constantly enhance their operation and management level, improve the quality of tourist attraction management team. At the same time, it can also organize staff to learn good experience and practice from advanced tourist attractions, organize various tourist attractions training classes and actively participate in relevant skills contests in order to improve the quality of tourism practitioners and much better serve the tourist attractions.

### D. *Opening the Mode of "Internet Plus Regional Distinctive Tourism of Ancient Village"*

In the internet of today, the Internet can improve the passive situation of traditional villages to a certain extent, and provide new ideas, methods and means in terms of breadth and depth, pertinence and universality, security and reliability. We can increase investment in local tourist attractions, improve facilities in tourist attractions such as tour guides and tourists' protection, and actively carry out all-dimensional and multi-angle propaganda and promotion. At the same time, we should carry out large-scale, long-term and multi-form market development, and supervise the systematic propaganda of such tourism elements as "eating, living, transportation, travelling, shopping, entertainment" that is involved in tourism products by tourism enterprises and the quality of continuing service in the later period. Through the mode of "Internet plus ancient village regional characteristic tourism", we can realize the comprehensive experience of online and offline, meet the market information needs of the largest scale, and promote the overall and rapid development of ecological leisure tourism.

### E. *Innovating the Tourism Projects and Developing the Characteristics of Local Scenic Spots*

Innovative tourism project is an important factor to promote the development of local tourism, which can be continuously innovated in all aspects of tourism development. For example, tourism commodities can highlight the distinctiveness of characteristics. Tourism attractions can also carry out various experiential cultural activities according to the content of local customs, culture, history and other aspects. They can also continue to enrich contents and innovative form

of tourism combined with tourism projects with local characteristics. At the same time, it should pay attention to the excavation of cultural value of tourism in the process of exploitation and utilization of tourism resources, and it should also attach importance to the cultural development of natural tourism resources and the development of human tourism resources in order to achieve the coordinated development of economy, society and ecological environment. In the development and utilization of tourism resources, it should revitalize the inherent characteristics, explore the hidden characteristics, foil the existing characteristics, create novel characteristics, create distinct brand projects, and create characteristic and humanistic ancient towns, thus promoting the development of local tourism.

## IV. CONCLUSION

Through the exploration and research of the development and utilization of tourism resources in Shawan ancient town of Guangzhou, this paper deeply understands and analyses the local tourism development, and puts forward the countermeasures for tourism development under the new situation in light of the actual local development, which can provide reference for the local tourism development and the construction of ecological civilization, as well as the tourism development design of strengthening tourism development to promote targeted poverty alleviation work.

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