

# Countermeasures for Development of Fujian Cultural Tourism Based on SWOT Analysis

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**Abstract**—In recent years, China's tourism industry has developed rapidly, while cultural tourism has comprehensively adjusted the cultural industry and tourism industry structure to integrate and infiltrate the two. Under this trend, localities have successively developed cultural tourism to enhance the visibility of the region. At present, Fujian's cultural tourism is still in its infancy, and there are still many enhancements. Therefore, this paper uses SWOT method to develop in Fujian. The advantages, disadvantages, opportunities and threats of cultural tourism were analyzed, and some related suggestions were put forward to provide reference for the development of Fujian cultural tourism.

**Keywords**—SWOT; Fujian cultural tourism; integration

## I. INTRODUCTION

In recent years, "culture and tourism integration" has always been a high-frequency word. With the rise of mass tourism and the promotion of global tourism, people's requirements for tourism quality are constantly improving. Traditional sightseeing tourism, which mainly displays natural resources, cannot satisfy the growing travel demand of people. People tend to seek tourism for the purpose of engaging in various cultural activities. It is a trend culture for current tourists to realize, understand and observe local culture through tourism.

According to the United Nations World Tourism Organization, about 37% of the world's tourism activities involve cultural factors, and the number of cultural tourists has increased by 15% per year. The integration of tourism and travel has become an inevitable trend. The integration of culture and tourism industry can not only protect heritage, but also promote economic development and employment, achieve economic growth, promote the diversification of tourism and enhance cultural understanding. Therefore, in order to comply with the current trend of economic and regional cultural development, the Ministry of Culture and Tourism was officially established in 2018, which opened the curtain of the integration of culture and tourism, indicating that China will open a new era of culture and tourism. The integration of culture and travel is an important manifestation of adapting to social development and market demand, and it is also the trend of the times. Therefore, each step of the cultural administrative department and the tourism administrative department of each province will have a specific impact on the future environment of China's cultural tourism industry.

With its environmental geographical advantages, Fujian has been actively promoting the integration of cultural creativity and tourism industry in recent years. From the perspective of cultural tourism, this paper uses SWOT analysis (i.e., Strength, Weakness, Opportunity, Threat) to study and analyze the advantages, disadvantages, opportunities and threats of Fujian's development of cultural and creative tourism, and proposes countermeasures and measures for the development of cultural tourism in Fujian Province.

## II. THE CURRENT SITUATION OF THE INTEGRATION OF CULTURE AND TOURISM IN FUJIAN PROVINCE

Fujian is located in the southeast coast of China, with a forest coverage rate of 65.95% ranking first in China, with a coastline of 3,752 kilometers ranking second in China, and its hot spring resources ranks third in China. Fujian has many scenic spots and rich tourism resources. It can be summarized by "429": "4" refers to four world heritages: World Cultural and Natural Heritage – Mount Wuyi, World Cultural Heritage – Fujian Earth Buildings and Xiamen Kulangsu, World Natural Heritage – Taining Danxia; "2" refers to two world geoparks of Ningde and Taining; "9" refers to nine unique resources: ecology, ocean, hot spring, Tea, temples, Fujian and Taiwan origins, earth buildings, multiculturalism, Maritime Silk. In addition, there are 10 national 5A-level tourist attractions, 89 national 4A-level tourist attractions and 18 national-level scenic spots, 17 national nature reserves, 14 national geological parks, 29 national forest parks, 4 national forest cities, 137 national key cultural relics protection units, 4 national historical and cultural cities, 42 famous Chinese historical and cultural towns, and 229 traditional Chinese villages. Fujian is not only beautiful, but also has colorful folk cultures such as Minnan culture, Hakka culture, Zhuzi culture, Mazu culture, Shipping culture and Maritime Silk culture, which provides an inexhaustible source for the development of cultural tourism.

In 2010, the formulation of the "Fujian Province Cultural Tourism (2010-2012) Development Plan" kicked off the development of Fujian's cultural tourism; in 2013, the Office of the Leading Group for Cultural Reform of Fujian Province issued the "Factual Opinions on Accelerating the Development of Cultural and Tourism Integration in Fujian Province". The Provincial Tourism Development Committee continued to implement the "eight demonstration projects" of cultural and

tourism integration: comprehensive development project of featured cultural resources in key tourist attractions, performing arts project of key tourist scenic spots featured culture, film and television development project of cultural tourism resources, cross-regional integrated development project of cultural tourism resources, development project of history cultural and ancient town (village) cultural tourism integration, intelligent cultural tourism demonstration project, development project of characteristic commodities for cultural tourism, construction project of cultural landscape of key cultural tourism base, etc. According to statistics, there are 235 cultural and tourism integration projects under construction in Fujian Province from 2013 to 2016. The leading and driving role of the key projects of cultural and travel integration has emerged. By 2019, the culture and tourism system of Fujian Province will focus on deepening the supply-side structural reforms in the cultural and tourism fields, promoting the implementation of the project, and exerting the effectiveness of "1+1>2" to create a demonstration base for the development of cultural tourism integration.

### III. SWOT ANALYSIS OF FUJIAN CULTURAL TOURISM DEVELOPMENT

#### A. Strengths

1) *The strengths of resources:* The land area of Fujian Province is 124,000 square kilometers, and the forest coverage rate is 65.95%, ranking first in China. It is known as the "Southeast Mountain Country". It has Mount Wuyi in the north, Mount Qingyuan in the south, Taimu Mountain in the east, Guanzhi Mountain in the west, and Daiyun Mountain in the middle. It can be described as "all mountains are scenic, no one is not beautiful." The beautiful Mount Wuyi has the most typical, largest and most preserved subtropical native forest system in the world with the same latitude, and is known as the "Window of World Biology". In addition, Fujian has abundant marine resources. From north to south, there are Sandu Bay, Luoyuan Bay, Xinghua Bay, Meizhou Bay, Xiamen Bay and Dongshan Bay, and its mainland coastline ranks second in China. Moreover, Fujian has a long history. As early as 5,000 years ago, ancestors here created the ancient Tanshishan culture, which has unique regional cultures such as Zhuzi culture, Minnan culture, Hakka culture, Mazu culture and Shipping culture and so on. Fujian's tourism resources are rich and complete, which provide great advantages for the development of Fujian cultural tourism.

2) *Unique location strengths:* Fujian Province is located in the southeast coast of China, bordering Zhejiang in the north, Jiangxi in the west, Guangdong in the southwest, and Taiwan across the sea in the east. It is connected to the Pacific Ocean through the East China Sea and the South China Sea. It has been a transportation hub for maritime trade since ancient times and an important window and base for China to interact with the world. Moreover, in the construction of "The Belt and Road", Fujian is the core area of the 21st Century Maritime Silk Road, which will bring greater help to the development of cultural tourism in Fujian.

3) *Economic strengths:* Since the reform and opening up, Fujian has seized the three advantages of overseas Chinese, Taiwan, and overseas, and has fully utilized the advanced policies given by the central government to accelerate development. In 1993, Fujian's GDP exceeded 100 billion yuan. In 2017, Fujian Province achieved a GDP of 3,218.209 billion yuan. From 1979 to 2017, its GDP grew at an average annual rate of 12.3%. From the perspective of per capita GDP, Fujian's per capita GDP in 1978 was 273 yuan, and by 2017, Fujian's per capita GDP reached 82,677 yuan, ranking sixth in the country. Such economic advantages have laid a certain foundation for Fujian's cultural tourism.

#### B. Weaknesses

1) *Imperfecting infrastructure support:* In recent years, Fujian has invested a lot of efforts in various urban construction projects, but the basic supporting facilities for tourism are still not perfect. Some scenic spots have small scales and scattered locations. The distance between the various scenic spots is far away, the traffic is inconvenient, and there are not many dining and accommodations outside the scenic spots. This makes the development of Fujian cultural tourism slow in the development process and the development of tourism projects low, which hinders the development of tourism in Fujian.

2) *Lacking distinctive cultural tourism brands:* In the current process of developing the cultural tourism industry, it is indispensable to shape cultural tourism brands with local characteristics. In recent years, Fujian Province attaches great importance to the development of tourism. The leaders of the provincial party committee and the provincial government have made important instructions on tourism work many times to create a "Refreshing Fujian" as the golden signboard of tourism in Fujian Province, collecting the essence of Fujian, show the most natural, most traditional and most enterprising nature and human essence of Fujian, which includes the two concepts of "refresh nature" and "refresh humanity". However, most people still do not have a deep understanding of the brand of "Refreshing Fujian". The value of cultural tourism brands is reflected in the relationship between brands and tourists. The recognition of tourists is the key to the success of cultural tourism brands, and makes it easier to obtain the loyalty of tourists to brands. Therefore, if Fujian can effectively play the brand effect, then it is just around the corner to achieve sustainable development of the tourism industry.

3) *Lacking tourism professionals:* In the process of cultural tourism development, having high-quality and high-professional tourism talents is a necessary condition for tourism. With the booming tourism industry in Fujian, the demand for tourism professionals is increasing, but there are only about 6,000 graduates in tourism major in Fujian Province each year. After graduation, undergraduate students engaged in tourism work are less than 20%, while junior college students are less than 45%. There is still a

considerable gap between the overall level of tourism talent supply and the tourism development needs, and the overall ability of tourism talent is not strong enough. Therefore, how to solve the problems currently faced is also the goal of the current efforts.

### C. Opportunities

1) *Rapid development of the tourism industry:* As a sunrise industry in the tertiary industry, tourism has a close relationship with the development of the economy. In recent years, it has been growing at a rate that more than doubles the growth rate of the world economy. According to the World Tourism Organization, by 2020 China will become the world's largest tourist destination country and the fourth largest tourist source exporting country. In the past five years, the development of tourism industry in Fujian Province has a growing trend. According to statistics, the number of inbound tourists in Fujian Province in 2013 was 5.12 million, and it increased to 7.75 million in 2017. Its domestic tourism revenue was 200.3 billion yuan in 2013 and increased to 457.1 billion yuan in 2017, which shows that the tourism industry in Fujian is booming. With the changes in China's industrial structure, economic progress, and the gradual improvement of people's living standards, this will bring greater help to Fujian's development of cultural tourism.

2) *Support of the government policy:* In 2010, the "Fujian Province Cultural Tourism (2010-2012) Development Plan" proposed six main tasks: 1. Create characteristic multicultural tourism products to fully explore the connotation of Fujian's characteristic culture such as Minnan culture, Hakka culture, Mazu culture, red culture and Shes culture. 2. Accelerate the construction of cultural tourism products. Focus on the construction and improvement of Mount Wuyi "Dual World Heritage", Fujian earthen building, Xiamen Kulangsu, three lanes and seven alleys in Fuzhou, Quanzhou "Maritime Silk Road" and other featured cultural tourism products. 3. Build eight large areas. 4. Promote four major cultural tourism boutique routes. 5. Increase publicity and promotion. By integrating the government's marketing resources, cultural propaganda, tourism image propaganda, and economic and trade propaganda will be organically combined to form the cultural tourism brand image of the West Coast of the Straits. 6. Strengthen cultural tourism exchanges with Taiwan, by launching the Mazu culture brand, running the folk festivals of Fujian and Taiwan, and encouraging Taiwanese businessmen to invest in cultural tourism construction projects. This opened the prelude to the development of Fujian cultural tourism. In 2017, Fujian established the brand of "Refreshing Fujian", and promoted the comprehensive improvement of the six elements of tourism through the "Refreshing Fujian" brand, which made Fujian cultural tourism more perfect.

### D. Threats

1) *Competition challenges from other provinces in China:* With the rapid development of China's economy, many regions have begun to develop cultural tourism industry.

Compared with major cities such as Beijing and Shanghai, Fujian's cultural tourism development started late, and the visibility of its cultural tourism brands is still not high. However, in recent years, Fujian has taken advantage of its cultural and tourism resources, accelerated the promotion of cultural and tourism integration development projects, and built an ecological system for the cultural and tourism integration development, thus gradually opening up its popularity. Appropriate use of the advantages of Fujian cultural tourism will certainly enhance its competitiveness with other cities.

2) *The product cannot meet the diversified needs of tourists:* Cultural tourism must build a unique and unrepeatable culture. However, Fujian's insufficient promotion of cultural tourism products and insufficient depth of development and excavation of cultural tourism products lead to low correlation between tourism and culture. Today's tourists are increasingly diversified in their demand for travel products. Although Fujian has rich cultural tourism resources, most of the current tourism activities have a relatively simple sightseeing content. The development of participatory tourism and experiential tourism has not yet formed its unique characteristics, which cannot meet the needs of tourists. The development of cultural tourism activities with diverse local characteristics will inevitably lead to the development of the region.

## IV. COUNTERMEASURES FOR THE DEVELOPMENT OF FUJIAN CULTURAL TOURISM

### A. Improving the Competitiveness of Fujian Cultural Tourism

Culture is the soul of tourism, and tourism is the carrier of culture. If Fujian wants to improve the competitiveness of cultural tourism, it must work hard to promote the deep integration of cultural industry and tourism industry. According to the needs of the cultural tourism market, to deeply develop, organize and utilize cultural resources, cultural heritage and cultural traditions in order to integrate cultural features into tourism products and services, so that visitors can experience the characteristics of different cultures. This will help promote the exchange of tourism destination culture and the realization of value, expand cultural influence, and enhance cultural soft power. In addition, the integration of the cultural tourism industry with other industries is also a way to enhance the competitiveness of the cultural tourism industry. Combining cultural tourism with other industries and integrating various industrial characteristics into tourism activities can make the tourism industry more vital, attractive and competitive.

### B. Creating a Brand with Cultural Tourism Characteristics

China's cultural tourism is in full swing, but due to the development and utilization of cultural tourism resources is still in its infancy, most cultural tourism products lack its brand characteristics. With the continuous development and progress of cultural tourism, the creation of brands with local characteristics has gradually become the focus of promoting

the development of cultural tourism in various regions. In today's cultural tourism market competition, brand building is indispensable. Therefore, Fujian must build a unique and unrepeatable cultural tourism product brand, increase the influence of cultural tourism brands on tourists and its market competitiveness, in order to enhance the marketing effect of cultural tourism brands and create the greatest added value for cultural tourism.

### *C. Cultivating Cultural Tourism Talents*

According to the statistics of the World Tourism Organization, 40% of all tourism activities in the world are driven by culture, and more than 50% in Europe, and even some countries account for a higher proportion. Such a high proportion of cultural tourism activities inevitably require a large number of cultural tourism talents. However, with the continuous expansion of the cultural tourism industry in Fujian Province, the cultural tourism industry is also facing a shortage of talent. How to make up the shortcomings of talent development and enhance the competitiveness of the tourism industry has become the key to expanding the tourism industry in Fujian. Therefore, the cultivation of professional and high-quality cultural tourism talents can start from both schools and enterprises. Schools can build a comprehensive cultural tourism education plan and optimize the curriculum, and actively promote school-enterprise cooperation, establish a combination of learning and practicing, to increase the proportion of students majored in tourism who are engaged in tourism in the cultural tourism industry after graduation; and formulate incentive policies, improve continuing education and on-the-job learning, to achieve a stable and continuous supply of service talent. In the case of enterprises, after the introduction of cultural tourism talents, pre-employment training and post-employment education of talents should be carried out in a timely manner to enhance the professionalism and competitiveness of talents, so as to effectively solve the problem of lack of cultural tourism talents.

### *D. Establishing a Perfect Infrastructure*

Some cultural tourist attractions in Fujian are located in remote areas and their transportation is inconvenient. Accelerating the construction of tourism infrastructure and public service facilities, gradually improving the tourism function, and providing tourists with a high-quality tourism experience, will not only stimulate Fujian's economic development, gather industry, enhance its competitiveness, but also better the visibility of Fujian's cultural tourism brands and attract more tourists.

## V. CONCLUSION

With the improvement of people's economy and living standards, the development of cultural tourism has become a trend. The relationship between tourism and culture is close. There are still some problems and challenges in the development of cultural tourism in Fujian Province. In order to have a place in the cultural tourism market, Fujian Province must overcome its current problems and develop its unique characteristics for sustainable development.

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