Research on Sanya Nanshan Cultural Tourism Area Development based on SWOT Analysis

Lemeng Wang

School of Shanghai University, Shanghai 200000, China

Abstract

The construction of Hainan Free Trade Island has further promoted the development of tourism in Hainan Province. Relying on the unique advantages of natural resources and human resources, Sanya Nanshan Cultural Tourism Area has developed rapidly, but there are also some deficiencies in the process of development. This article uses the methods of IFE matrix and EFE matrix and SWOT analysis to analyze the current situation of the development of the Sanya Nanshan Cultural Tourism Area, and develops a stability strategy to further discusses the development path of Sanya Nanshan Cultural Tourism Area.

Keywords

Sanya Nanshan Cultural Tourism Area; SWOT; Cultural and Tourism Integration.

1. Introduction

With the improvement of China's economy, the growing material and cultural needs of the people have greatly increased the consumption demand of cultural tourism. The tourism demand of tourists has gradually transformed from natural tourism to cultural in-depth tourism, and the cultural and tourism integration is becoming a rising trend. Cultural industry is an important part of tourism, which is of great significance to promote the transformation and upgrading of tourism in Hainan Province and build a demonstration province of all-for-one tourism.

Sanya Nanshan Cultural Tourism Area is one of the 5A scenic spots in Hainan Province, located 20 kilometers southwest of Sanya City. It is the southernmost mountain in China and belongs to tropical marine monsoon climate. The annual average temperature is 24.5 ℃. The air quality and sea water quality rank first in China. The forest coverage rate has reached 97%. Besides, the 108-meter Sea Goddess of Mercy is one of the biggest attractions of the scenic area, and it is also the treasure of the Island known all over the country. The harmony of ecology and the edification of culture enable tourists to receive imperceptible education and meet the needs of expanding the spiritual world when they travel around. Under the background of cultural and tourism integration, this article takes Sanya Nanshan Cultural Tourism Area as an example, uses SWOT analysis combined with IFE matrix and EFE matrix to evaluate the current situation of the scenic spot, and finally puts forward some corresponding suggestions.

2. Literature References

2.1. Cultural and Tourism Integration

The establishment of the Ministry of Culture and Tourism of the People's Republic of China marks this country's entry into a period of cultural and tourism integration. Wei Xiaoan et al. was the first researcher to address the concept of "cultural tourism" in China in 1970, using economic concepts to define cultural tourism from the perspective of tourists and operators respectively[1]. Subsequently, Zhang Lingyun discussed how to promote the development of

cultural tourism industry by formulating a reasonable tourism industry policy[2]. He Jianmin believed that culture and tourism industries could be integrated: the guiding factor for the integration of culture and tourism lies in the system, and the cultural and tourism industries will be spontaneously integrated when the conditions are complete[3]. Li Jianmei discussed how to take advantage of cultural heritage in promoting tourism brands under the current trend of cultural and tourism integration. In addition, she also pointed out how scenic spots could better spread cultural brands through cultural marketing and big data under the background of culture +, Internet +[4].

2.2. Sanya Nanshan Cultural Tourism Area

As one of the 5A-level scenic spots in Hainan Province, Sanya Nanshan Cultural Tourism Area has many scholars in the tourism industry to study. Zhu Yongxue took the Sanya Nanshan Cultural Tourism Area as an example, using landscape ecology and ecological methods, to explain how to establish a tourism environment for tourists to appreciate, recognize, cultivate, and experience Buddhist culture and natural ecology with ecological protection as a premise, thus achieve sustainable development of the tourism area [5]. Chen Haiying et al. studied the success and shortcomings of the "Four-in-One" management model of the Sanya Nanshan Cultural Tourism Area and proposed a scientific development concept. [6] Li Kui constructed a model to analyze the perceptions and satisfaction of inbound tourists in Nanshan Cultural Tourism Area based on the reviews in TripAdvisor network and made suggestions from the perspective of tourism operators and government public management [7]. Lai Wenli et al. compared and summarized the perception differences of different tourist source markets on the "thermal environment" of Sanya Nanshan Cultural Tourism Area, and put forward suggestions on the transformation of scenic spots from short-term sightseeing tourism to vacation based medium and long-term tourism, providing a practical guidance for the optimization and marketing of scenic spots in the off-season [8].

3. Research Methods

3.1. SWOT Analysis

The SWOT analysis was proposed by Prof. Andrews, who analyzed the strengths and weaknesses, opportunities and threats of the organization's internal and external environment in order to find a way to develop an actual business strategy, which is fundamentally a decision-making process [9]. S stands for strengths, W for weaknesses, O for opportunities, and T for threats.

3.2. IFE Matrix and EFE Matrix

IFE (Internal Factor Evaluation) matrix, as an internal factor evaluation matrix, mainly seeks the internal causes of enterprise development by analyzing the advantages and disadvantages of the enterprise's internal environment. EFE (External Factor Evaluation) matrix, as an external factor evaluation matrix, mainly discusses the impact of external environment on enterprise development by combing the opportunities and threats existing outside the enterprise[10]. Specific analysis steps: Specific analysis steps: the first step is to list the key factors (the number is controlled at 10-20); the second step is to assign weights to each influencing factor, with a value range of 0.0 (unimportant) ~1.0 (very important); the third step is to score each key factor according to the effective response of the current development strategy to the key factors, with a score range of 0~4. "1" means poor response, "4" means good response, and finally the total score is calculated to evaluate the competitive strategy of the company and industry.

Combined with IFE matrix and EFE matrix, this paper uses SWOT analysis method to analyze Sanya Nanshan Cultural Tourism Area and puts forward development suggestions.

4. Analysis on the Internal Factors of Sanya Nanshan Cultural Area

4.1. Internal Advantages

4.1.1. Rich in Tourism Resources

Sanya is the only tropical coastal scenic tourism city in China, with excellent ecosystem and beautiful natural landscape resources. Known as "Oriental Hawaii", Sanya Nanshan Cultural Tourism Area has huge advantages in natural resources and human resources. It is located in the tropics, with plenty of sunshine and moderate water temperature, making it able to receive tourists all year round. In addition, during the development and construction of the scenic spot, attention is also paid to the construction of Buddhist atmosphere. Nanshan, known as " East Sea Penglai, South Sea Goddess of Mercy", has a long history. There are many Buddhist buildings in the scenic area, which attracts plenty of Buddhists.

4.1.2. Excellent Tourist Image

Sanya Nanshan Cultural Tourism Area has invested a lot in tourism publicity. Operators have made full use of new media platforms to publicize the scenic spot, as a result, tourists can easily get access to the information of the scenic spot from various platforms. The image of "South Sea Goddess of Mercy" has lodged itself in the public mind.

4.1.3. High Quality Service

As early as 2012, Sanya Nanshan Cultural Tourism Area completed the construction of the first domestic tourism service station to provide comprehensive services such as sales service, after-sales service and information feedback for tourists. And the wireless network coverage in the scenic spot brings convenience to tourists.

4.2. Internal Disadvantages

4.2.1. Strong Commercial Atmosphere

Most of the Buddhist landscape in Sanya Nanshan Cultural Tourism Area is the product of modern reinforced concrete, and the scenic spots are mostly antique. Although it has created a Buddhist atmosphere, it still lacks historical details. Moreover, the commercialized services in the scenic spot occupy a large number of space, which is contrary to the Buddhist culture.

4.2.2. Inadequate Ecological Tourism Construction

Sanya Nanshan Cultural Tourism Area was once rated as "Hainan Ecotourism demonstration scenic spot", but the scenic spot lacks consideration of ecological environment protection in the actual operation process. Due to the weak Buddhist cultural and historical resources, most of the buildings in the scenic spot are developed and constructed under the planning and design. They make use of the local Buddhist cultural and historical legends, but they are more dependent on the surrounding natural environment. While building a huge group of Buddhist architectures, they have a certain negative impact on the natural resources, hydrological resources, animal and plant resources around the scenic area. The internal pollution of the scenic spot is heavy and the environment is under serious threat and destroy.

4.2.3. Shortage of Talents

The development of a scenic spot is inseparable from tourism talents, and Sanya Nanshan Cultural Tourism Area lacks professional talents in tourism management. The management level is not high, the overall quality of service personnel is low, and the construction of modern enterprise system is still imperfect.

4.2.4. Low Participation of Surrounding Communities

The number of tourists received in Sanya cultural tourism area is relatively high, with an average of more than 5.5 million in 2018 and 2019. However, the economic benefits of the surrounding hotels and restaurants industry are not high. Scenic spots should strengthen

cooperation with surrounding industries. It should involve local residents in the construction of scenic spots, increase economic income and reduce community conflicts.

4.3. The IFE Matrix of Sanya Nanshan Cultural Tourism Area

Based on the above analysis, we selected 14 internal factors that are important to the development of Sanya Nanshan Cultural Tourism Area and gave them corresponding weights. The IFE matrix of Sanya Nanshan Cultural tourism area is as follows, and the total score of its external key factors is finally obtained, see Table 1.

Table 1. Internal factor evaluation (IFE) matrix of Sanya Nanshan Cultural Tourism Area

	Strengths	**Weight**	**Score**	**Weighted score**
1	rich buddhist cultural deposits	0.05	4	0.2
2	beautiful scenery	0.1	4	0.4
3	accurate development orientation	0.05	4	0.2
4	successful publicity of tourism image	0.15	3	0.45
5	tourism is a priority industry in Sanya	0.1	3	0.3
6	fast network speed and full wireless network coverage	0.05	4	0.2
7	unique folk customs	0.05	3	0.15
8	high quality service	0.05	3	0.15
	Weaknesses			
1	strong commercial atmosphere	0.1	4	0.4
2	the excavation of buddhist culture is not deep enough	0.1	3	0.3
3	ecotourism demonstration area is more apparent than real	0.05	3	0.15
4	insufficient development of surrounding communities	0.05	4	0.2
5	low management level of scenic spots	0.05	3	0.15
6	shortage of talents in tourism management	0.05	3	0.15
Total		**1**		**3.4**

5. Analysis on the External Factors of Sanya Nanshan Cultural Area

5.1. External Opportunities

5.1.1. National Policy Inclination

Relevant policies have been issued to support Hainan in exploring the construction of a free trade port with Chinese characteristics. The free trade port is a port area that allows foreign goods and funds to enter and leave freely, lifting some restrictions on goods and funds in China's current laws and regulations, which will significantly promote the development of trade and finance.

5.1.2. Favorable Market and Economic Environment

Rich tourism resources and unique geographical location enable Hainan to have a broad tourist market both inside and outside the province and at home and abroad. Hainan has built an international tourism island and a free trade port. Tourism is a priority industry here. The central government and the Hainan provincial government are providing increasing support for tourism.

5.1.3. Superior Traffic Conditions

Hainan is one of the provinces with the most complete road network in China. The expressway runs through the whole island from the east to the West. The Haikou Ledong section of the Central Expressway has been opened to traffic. With the completion and opening of the Wanyang Expressway by the end of 2019, the "Tian" shaped Expressway network in Hainan has been officially completed, forming a "two-hour traffic circle" in Hainan.

5.2. External Challenges

5.2.1. Negative Attitude of Community Residents

The education level of residents near Sanya Nanshan Cultural Tourism Area is low. Most of them work in non-technical industries. The construction of the scenic spot has damaged the living environment of many residents. The rising prices and environmental pollution have made many residents dissatisfied. At the same time, migrant people buy rural homesteads to build houses. After completion, they operate in the form of family hotels and long-term rental apartments. The original peace of the village has been broken, resulting in a large number of contradictions.

5.2.2. The Development of Local Enterprises is Threatened

The policy advantages and talent accumulation brought by the establishment of the free trade port will attract a large number of domestic and international leading enterprises. The excellent organization and management methods and capital and technology scale of new enterprises are far stronger than those of local enterprises growing up in the Hainan market.

5.2.3. Tourism Crisis Events Occur Frequently

The spread of COVID-19 has resulted in traveling restrictions and decreased the demand among travelers since the end of 2019, and it has inflicted heavy losses on tourism industry.

5.3. The EFE Matrix of Sanya Nanshan Cultural Tourism Area

Based on the above analysis, we selected 16 external factors that are important to the development of Sanya Nanshan Cultural Tourism Area and gave them corresponding weights. The EFE matrix of Sanya Nanshan Cultural tourism area is as follows, and the total score of its external key factors is finally obtained, see Table 2.

Table 2. External factor evaluation (EFE) matrix of Sanya Nanshan Cultural Tourism Area

	Opportunities	Weight	Score	Weighted score
1	the free trade port policy of Hainan Province has lifted many policy restrictions.	0.05	4	0.2
2	Free trade port policy brings a lot of capital investment	0.1	4	0.4
3	Introduction of outstanding talents to serve	0.05	2	0.1
4	favorable tourism market environment	0.1	4	0.4
5	increase of high-tech enterprises	0.05	3	0.15
6	weak competitiveness of existing competitors	0.05	4	0.2
7	the technology industry is developing rapidly	0.05	3	0.15
8	The central ministries and commissions have successively issued documents supporting the policies of Hainan free trade port	0.1	4	0.4
9	convenient railway and highway transportation	0.05	3	0.15
10	Introduction of various high-quality educational resources	0.05	3	0.15
	Threats			

1	a sharp drop in tourists because of COVID-19	0.1	3	0.3
2	direct competition of surrounding scenic spots	0.05	2	0.1
3	the regional high price makes life difficult	0.05	3	0.15
4	cultural conflict between tourists and local residents	0.05	3	0.15
5	advanced technologies and enterprises brought by the construction of the free trade port put pressure on local enterprises	0.05	3	0.15
6	a certain risk of volatility in the South China Sea	0.05	3	0.15
Total		**1**		**3.3**

6. Strategic Choice Analysis and Strategic Suggestions

6.1. Analysis on Strategic Choice

According to the principle of IFE matrix and EFE matrix, if the weighted score of the internal factor evaluation (IFE) matrix is greater than 2.5, the overall internal environment of the company is favorable; If the weighted score in the IFE matrix is less than 2.5, the overall internal environment of the company is weak. If the weighted score in the external factor evaluation (EFE) matrix is greater than 2.5, the overall external environment of the company is favorable; If the weighted score in the external factor evaluation (EFE) matrix is less than 2.5, the overall external environment of the company is weak.

Consequently, the above constructed internal and external factor evaluation matrix demonstrate, the weighted score of internal factors in Sanya Nanshan Cultural Tourism Area is 3.4, greater than 2.5, which should be considered as a favorable internal environment; The weighted score of external factors is 3.3, which should be considered as a favorable external environment. Based on the scores of each part, this paper holds that Sanya Nanshan Cultural Tourism Area should adopt the stability strategy (WO) to make good use of the external advantages of tourism development in Hainan Province, strengthen the construction of internal advantages, and comprehensively improve the competitiveness of the scenic spot.

6.2. Strategic Suggestions

6.2.1. Further Clarify the Market Position and Prevent Excessive Commercialization

Most of the tourists in Sanya Nanshan Cultural tourism area come for Buddhist culture. The scenic spot should pay more attention to the creation of Buddhist atmosphere while maintaining a certain profitability. Prevent over commercialization from giving tourists a bad impression.

6.2.2. Strengthen the Construction of Intellectual Resources

In addition to having a certain level of service and management, the staff of the Buddhist culture tourism area also need to understand the Buddhist culture, practice the Buddhist doctrine and keep the sanctity of Buddhism. Sanya Nanshan Cultural Tourism Area not only needs to recruit management talents, but also tourism professionals and Buddhist professionals to improve the scenic spot management system. Improve talent management training.

6.2.3. Improve the Construction of Network Facilities in Scenic Spots and Promote Smart Tourism

In the Internet age, tourism and photographing are inseparable, and a terrible network will lead to low tourist satisfaction. The scenic spot should promote smart tourism, and further improve the construction of scenic spot network and Cloud View area. For example, broadcast the real time of the weather and the flow of people in the scenic spot to bring some care to tourists.

6.2.4. Excavate the Connotation of Scenic Spots Deeply and Improve the Comprehensive Competitiveness

Nanshan Cultural Tourism Area has not fully explored the connotation of Buddhist culture. It only focus on the current economic benefits. In order to meet the utilitarian needs of tourists, it has launched a variety of consumption projects of burning incense and worshipping Buddha, inviting Buddha to supply Buddha, while ignoring the functions of Buddhism, such as enlightening wisdom, arousing morality, shaping personality, relaxing spirit, healing and recuperation. The scenic spot should deeply explore the Buddhist culture and improve the attraction of the scenic spot.

7. Conclusion

In the current background of cultural tourism integration, cultural scenic spots are still the key development objects of governments. At present, relying on the advantaged natural and cultural resources, Sanya Nanshan Cultural Tourism Area is developing rapidly, but at the same time, there are also plenty of problems such as excessive commercialization and insufficient management level. Relevant departments should solve the existing problems one by one, seize the good opportunity for the development of Hainan free trade Island, and accurately position the market, so as to promote the development of Sanya Nanshan Cultural Tourism Area.

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