

Investigation and Research on Tourism Status of Lianyungang City

Dongqin Gao

Lianyungang Normal College, Lianyungang 222006, Jiangsu, China

Abstract: *Lianyungang has beautiful scenery, mountains and seas, and many tourist attractions. In the era of rapid development of the Internet, whether the development of local tourism can keep up with the overall development speed is a topic of concern. In order to understand the current situation of Lianyungang tourism, a questionnaire is designed to survey local residents' views on scenic spots and tourism publicity accounts, and then the data is analyzed and targeted suggestions are given, so as to contribute to the development of Lianyungang tourism.*

Keywords: Tourism status, Internet survey, Promotion tourism.

1. Introduction

Lianyungang is one of the birthplaces of Longshan culture and an important port city in eastern China. The city has beautiful scenery and close connection with mountains and rivers. Its unique geographical position has formed famous scenic spots such as Huaguo Mountain, Lianyungang Island, Kongwang Mountain and Yuntai Mountain on the Sea. Facing Lianyungang Island and backing Yuntai Mountain, Lianyungang is China's excellent tourism city, national civilized city, national garden city, national forest city, and national pilot city for the construction of a city with strong intellectual property rights [1].

In recent years, Lianyungang, aiming at building a well-known tourism city with mountains and seas, has made every effort to build "the first city of Jiangsu coastal pro-sea tourism", promoted the development of Marine tourism products such as coastal vacation, cruise tourism and Marine cultural tourism, and enhanced the "influence of international coastal tourism" [2]. Liandao Scenic Spot has been approved as a national 5A level tourist attraction and is the second national 5A level tourist attraction in Lianyungang City. Since 2023, Liandao Scenic Spot has received 3.1 million tourists, the maximum daily reception of 72,000 tourists, and the comprehensive economic income has exceeded 180 million yuan, which is a leading position among Lianyungang scenic spots. The successful launch of Lianyungang Music Festival has promoted the tourism economy of Lianyungang. Due to its inclusive, open, loving and warm attitude, Lianyungang has won a lot of praise. The two-day music festival not only provides the audience with the space to relax and release themselves, but also allows more foreign tourists to experience the charm of the sea and sky in Lianyungang.

Lianyungang is the starting point of the "Belt and Road" East Sea and the New Asia-Europe Continental Bridge Economic Corridor, which has promoted the connectivity and trade between China and Asian and European countries [3]. From a mountain and a sea to an entire city, Lianyungang's tourism industry has made great progress in the past decades, becoming an important leisure and vacation destination in countries and regions along the "Belt and Road", and now it is striving to build a "global city" that is suitable for living and traveling[4]. The Belt and Road Initiative is an important way

to build a community of shared future for mankind, and Lianyungang, the starting point of the "Belt and Road Initiative", shoulders the heavy responsibility of close cooperation with countries along the "Belt and Road" in the fields of economy, education, industry and tourism.

Huaguo Mountain in Lianyungang is the hometown of Sun Wukong in Journey to the West, and Huaguo Mountain Water Curtain Cave is the childhood memory of several generations, which can be said to be the cultural origin of the famous Journey to the West. As described in "Journey to the West", "there is a land overseas in Dongsheng Shenzhou, which is called the Ao Lai Country." The country is near the sea, and there is a famous mountain in the sea, called the Flower and Fruit Mountain." [5] That way, the Huaguo Mountain in Lianyungang was connected with the mainland in 1711 AD because of the "ferry plug", and had been the sea mountain before. Pleasant scenery, water sound Qingling, Huaguo Mountain as a national 5A tourist scenic spot, the scenery is needless to say, only Jade female peak and water curtain cave are people linger, Jade female peak "remote town flood" four words is the Qing Dynasty Kangxi emperor pen book, climb the peak overlooking, such as fairyland. In addition, the ancient buildings, ancient ruins and stone engravings of ancient literati and calligrapher can be seen everywhere on the mountain, and they have won many honorary titles, such as "Advanced Unit of Comprehensive renovation of National Key Scenic Spots", "Top Ten Tourist Attractions in China" and "Gold Medal of China's 50 Most worthy Places for foreigners to visit" [6].

With the development of the Internet, network publicity has become the mainstream form. How to combine the characteristics of Lianyungang scenic spots with local culture to promote Jiangsu Province and publicize them to the whole country has become a topic of concern for Lianyungang people. The main purpose of this paper is to investigate Lianyungang residents' views on local tourism development, promote Lianyungang characteristic culture, and further promote the development of Lianyungang tourism. In the early stage, I studied the literature to understand the cultural background and tourism development history of Lianyungang, and further studied and designed the questionnaire. Then, visit several major tourist attractions in Lianyungang, truly feel the actual situation of each scenic spot, and gradually understand the views of Lianyungang residents on Lianyungang tourist

attractions. In the later stage, through the recycling of questionnaires, data processing and statistical analysis, the tourism development situation of Lianyungang City was finally obtained, and corresponding suggestions were provided for promoting the development of urban tourism and promoting the characteristic tourism.

2. Investigation Plan

This paper takes all the citizens of Lianyungang city as the survey objects, determines the survey content and designs the questionnaire through literature research and investigation discussion, including the basic information of the respondents, the sightseeing situation of Lianyungang scenic spots, the views of the ticket prices of scenic spots and the views of Lianyungang tourism publicity accounts. Before the formal investigation, a preliminary survey was conducted to correct the questions set in the questionnaire and lay a foundation for the formal development of the questionnaire, and to control the quality of the questionnaire through the reliability and validity test of the scale.

In the sampling design, the sampling frame was designed first. In order to select a small number of representative research areas, respondents were selected from three groups: students, workers and retirees. A total of 536 questionnaires were collected by means of network survey. The questionnaire scale passed the reliability and validity test, and the questionnaire data were reliable.

3. Analysis

3.1 Number of Trips Taken by Residents Within the City

As for the number of local residents traveling in Lianyungang in a year, the residents who travel 1-3 times are the most, accounting for 57.89%, followed by the residents who travel 4-10 times and 0 times, accounting for 22.37% and 13.16%, respectively. The residents who travel 10-20 times and 20-100 times account for the least, accounting for 3.95% and 2.63%, respectively. It shows that residents do not travel much in Lianyungang.

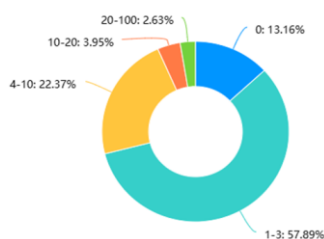


Figure 1: Map of residents' visits to the city

3.2 Factors That Attract Residents to Travel

For the reasons for attracting residents to travel, the scenic beauty accounted for 69.74%, going out with friends accounted for 50%, taking photos accounted for 43.42%, do not need tickets and convenient transportation accounted for 27.63%, 26.32%, taking photos and other factors accounted for 5.26%, 30.26%, 5.26% of people think that attractions are not attractive. The scenery of Lianyungang itself is very beautiful, which attracts tourists to visit.

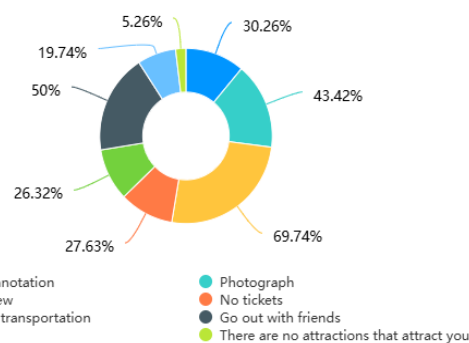


Figure 2: Analysis of the factors that attract residents to travel

3.3 Lianyungang Tourism Promotion Account

For the tourism promotion accounts of Lianyungang, the residents who think that nothing is wrong and reflect the cultural connotation of Lianyungang are the most, accounting for 46.05% and 40.79% respectively. 25% of the residents think that the quality of the video promotion is not high and cannot attract tourists; 22.37% of the residents think that the video is very attractive. 21.05% of the residents think that the characteristics of Lianyungang are not displayed.

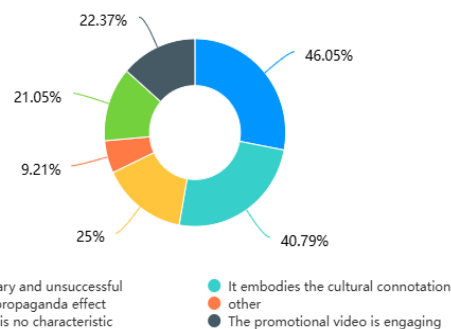


Figure 3: Residents' views on tourism promotion accounts

4. Conclusions and Suggestions

According to the survey, 57.89% of the residents only travel 1-3 times in a year, and only 6.85% of the residents travel more than 10 times. 69.74% of the residents think that Lianyungang has beautiful scenery and bright mountains, which is suitable for going out with friends and taking photos. It can be seen that the number of local residents in the local tourism is not much, or even can be said to be very few, through the investigation of the reasons for tourism can be found that the respondents think that the scenery is excellent, very suitable for tourism, but the door to the scenic spot several times will not be fresh, so how to improve the attraction of the scenic spot is the key topic.

With the revival of traditional culture and the improvement of the overall strength of the country, people are more willing to see the things left by their ancestors and are more willing to experience the traditional Chinese culture flowing in the blood. Therefore, the scenic spot can hold theme activities according to the 24 solar terms and various traditional festivals, integrate China's excellent traditional culture into the local scenic spots, create a festive atmosphere, attract residents to go out of the house and experience the combination of scenic spots and traditional culture. For example, when the mountain flowers are in full bloom, the Flower Festival can be carried out to invite Hanfu experts to

play NPC, set theme activities and specially customized gifts, and you can also design theme activities according to the water curtain cave. Huaguo Mountain has culture, connotation, scenery, story, is a rare tourist treasure, the relevant personnel of the scenic spot can think more about this idea.

During the field visit, we found that the parking problem is considered more, from the parking point to the scenic spot still need to go on a way, encountered holidays is even more congested, so the scenic spots can be improved in parking arrangements, enhance the parking experience of tourists, so that tourists are no longer afraid of parking. The city's buses and shared trams are also constantly improving and developing. More parking places for shared cars can be set up, more shared trams can be introduced, preferential packages can be introduced, and more vehicles can be arranged during large-scale events to ensure the travel of residents.

With the development of the Internet, online publicity has become the main force of publicity. For the tourism publicity account of Lianyungang, 46.05% of residents think that video publicity is useless, and 21.05% of residents think that it does not show the characteristics of Lianyungang. In order to improve the quality of network publicity, the scenic spot can focus on its own characteristics, choose a point to create, form the characteristics of the scenic spot, link with the Internet celebrity, shoot quality and connotation videos, and carry out large-scale publicity on the network. Active in the major platforms, seize current affairs hot spots, in the absence of creating hot spots, follow the trend of hot spots is a good way to promote scenic spots. Network hot spot means high search volume, high exposure, so account operators need to have a pair of eyes, can find hot spots and can successfully rub hot spots. Make the public familiar with Lianyungang attractions through frequent active accounts, and produce impactful videos to attract tourists from all over the country.

The tourism development of a city needs to rely on the joint efforts of the government, the society and the people. The explosion of Zibo is worth every city to learn humbly, or even to directly copy the template. In the era of rapid operation, simplicity, kindness has become a beautiful term for people to yearn for, want to promote the development of urban tourism, it is necessary to let tourists experience the feeling of home and feel the warmth of home.

References

- [1] Li Jun, Wu Bo. High quality development of Lianyungang city brand marketing strategy research [J]. Journal of Lianyungang vocational and technical college, 2021 (04): 24-29.
- [2] Liu Shanggang. Research on the improvement of Lianyungang's public service system for All-region tourism [D]. Northwest A&F University, 2018.
- [3] Xu Haojia, Ma Hong. Opportunities and challenges: Lianyungang under the development pattern of the new Silk Road Economic Belt [J]. Reality, 2018, (02):63-66.
- [4] Li Qingzhen. The integrated development of tourism and leisure in Zhaowu from the perspective of "One Belt and One Road" [J]. Market Forum, 2017, (10):73-75.
- [5] Li C. The development and value of cultural resources of Journey to the West in Lianyungang City [J]. Journal of

Huaihai Institute of Technology (Humanities and Social Sciences Edition), 2015, 13(02):34-37.

- [6] Xu Yun, Pan Dong, Fang Qiang. SWOT analysis and countermeasures of building sports tourism characteristic town in Huagoshan Street [J]. Journal of Huaihai Institute of Technology (Humanities and Social Sciences Edition), 2019, 17(11):96-99.