

SWOT Analysis and Countermeasures for Ecotourism in Jiulong Wetland Park, Changyuan City in China

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Abstract: Ecotourism can not only protect ecological and environmental resources, but also promote local regional economic development. This paper uses SWOT analysis to analyse the strengths, weaknesses, opportunities and threats of ecotourism in Jiulong Wetland Park in Chang Yuan City, and proposes countermeasures for its sustainable development of ecotourism, with a view to providing reference for the rational development and utilization of regional wetland parks.

Keywords: Ecotourism; SWOT Analysis; Countermeasures

1. Introduction

China is rich in ecotourism resources and has established 11,800 nature reserves, accounting for 18% of the country's land area. These have provided convenient conditions for promoting ecotourism, which is gradually becoming one of the most important ways to revitalise the rural economy.

At present, many scholars have conducted SWOT analysis on ecotourism. Zhou Jiani^[1], Cui Sufang^[2], Zhang Xiaomin^[3], Li Shixuan^[4] and other scholars have used SWOT to analyse the overall village and town and put forward suggestions and countermeasures for village development planning. By using SWOT analysis, Wang Wei^[5] and others constructed a SWOT model of forest resources in Hainan and other regions, and analysed their strengths and weaknesses, so as to propose countermeasures and development models. This paper aims to enrich the study of regional water conservancy wetland parks by examining the Jiulong Wetland Park, as it is found that there is a paucity of literature on regional water conservancy wetland parks in terms of ecotourism SWOT analysis.

2. Overview of Changyuan Jiulong Wetland Park

Chang Yuan City Jiulong Wetland Park is located in Chang Yuan City, Henan Province, China, with a planned area of about 3000 mu, of which the core scenic area covers 286 mu with a total investment of 23 million yuan. This includes 208 mu of water surface area and 78 mu of scenic roads and parking areas. The park has been designed with the theme of "The first governor of Chang Yuan" in mind. Therefore, the park is designed with the concept of "Zilu the Wise", and the wetland park is planned to be an ecological tourist attraction for the public to relax and enjoy the natural scenery.

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3. Jiulong Wetland Park Ecotourism SWOT Analysis

SWOT analysis is a method commonly used to qualitatively evaluate tourism resources as a whole, with S (strengths) representing strengths, W (weaknesses) representing weaknesses, O (Opportunities) representing opportunities and T (Threats) representing threats. In this paper, the SWOT analysis method is used to analyse the current situation of ecotourism development in Jiulong Wetland Park.

3.1 Strengths analysis(s)

3.1.1 The uniqueness of the ecological landscape

Jiulong Wetland Park is one of the projects of the Changyuan City Yellow Diversion and Storage Project, with a unique ecological landscape, located near Dache Village, Weizhuang Street, Changyuan City. The site is at the intersection of the Natural Drain, Wenyan Drain and Natural Wenyan Drain, with a wide area of water that punctuates the watershed of the Natural Wenyan Drain. By relying on the original natural resources such as dikes, rivers, grasses and fields, it creates a natural gallery complex with unique regional characteristics such as Hoisting Country Dreams, Colourful Chang Yuan, Yellow River Style and Xianda's Hometown.

3.1.2 Local distinctive cultures around wetlands

The area around the park has a long history and culture, and the word "Jiu Long" comes from the surrounding "Jiu Long Shan Quan Shen Temple", which was built in the Tang Dynasty and is said to be the place where Xia Yu split the Jiu Long Shan town pool to catch the augur when he was healing the water, and is an ancient temple complex integrating Buddhism, Confucianism and Taoism. It is an ancient temple complex combining Buddhism, Confucianism and Taoism, and belongs to the provincial cultural relics protection unit.

3.1.3 A good ecological environment

The site is in the Yellow River Wetland Bird National Nature Reserve, which has a temperate continental climate with four distinct seasons and an average temperature of 13.6°C throughout the year, with seasonal changes in sunshine, precipitation and temperature being relatively obvious and the climate pleasant. It is home to 39 species of birds of national importance, such as the Golden Eagle, the Oriental White Stork and the Dan Ding Crane, which account for 25% of the total number of birds.

3.2 Disadvantage analysis (w)

3.2.1 Insufficient financial investment

At present, the construction of the Jiulong Wetland Park relies mainly on the local government to invest in its construction. Due to the single source of funding, the wetland park is often hindered from carrying out in-depth development, making it difficult to optimise the combined economic, social and ecological benefits in the long-term development of the park in the future.

3.2.2 Inadequate infrastructure

The park's supporting facilities to protect visitors' clothing, food, accommodation and transport are not yet complete, the disposal of rubbish in the scenic area still needs to be improved, and the service facilities and safety facilities for the protection of visitors also need to be improved, which are the limiting factors for the development of eco-tourism in Jiulong Wetland Park.

3.2.3 Impact of natural disasters

The Jiulong Wetland Park is an ecotourism landscape developed on the basis of the Yellow River. Due to climatic conditions, heavy rainfall is common in the Yellow River basin, occurring from June to September each year, which is the peak season for tourism in this park. Therefore, heavy rainfall and flooding have a detrimental effect on the ecotourism operations of the Jiulong Wetland Park.

3.3 Opportunity analysis (0)

3.3.1 Policy support

The city's 2020 government work report proposes to "build the Yellow River Ecological Corridor, create a demonstration area for the ecological protection of the Yellow River, rely on the Yellow River Wetland Bird National Nature Reserve, develop tourism projects along the Yellow River, and boost the development of ecological tourism in Chang Yuan City." The support of these policies injects strong policy protection and financial support for the ecological development of Jiulong Wetland Park.

3.3.2 Market demand for ecotourism

Due to the current increase in the spiritual and cultural needs of Chinese residents in general and the pressure of life in particular, more and more people are inclined to visit the countryside for recreation, and wetland parks meet the needs of people who desire greenery and seek a harmonious environment. As a result, eco-tourism is becoming a rapidly developing new form of tourism and is one of the storming hot items in the tourism industry today.

3.3.3 Potential source markets

According to the 7th census, Changyuan has a resident population of 905,436, making it one of the strongest economic counties in Henan Province with a larger population and stronger economy than the surrounding counties. As a result, the development of quality education, the entry of foreigners and the planning of an 'industrial new city' has led to a growing population in Changyuan, providing a large number of visitors to the wetland park eco-tourism and contributing to the development of the local eco-tourism and economy.

3.4 Threat analysis (t)

3.4.1 Competition from surrounding attractions

There are more scenic spots around Chang Yuan City, such as Luoyang, Xi'an, Kaifeng, Zhengzhou and other cities, with attractions with high visibility such as Song Shan, Laojun Mountain, Taihang Mountain and Big Wild Goose Pagoda. The Jiulong Wetland Park, however, was developed late and has not developed significant scenic features, so it does not have an obvious competitive advantage over the surrounding tourist attractions.

3.4.2 Lack of professional tourism management personnel

The Jiulong Wetland Park is located in a street under the city of Changyuan, and the local managers have not been formally trained and educated in the new eco-tourism, resulting in poor science in the day-to-day management of the scenic area, making operation and maintenance more difficult.

3.4.3 The increasing diversity of people's needs

At present, the Jiulong Mountain Wetland Park has a single tourism project. With the increasing diversification of people's tourism needs, the single tourism project and monotonous tourism experience will make the Jiulong Wetland Park face a great challenge.

4. Ecotourism Development Strategy for Jiulong Wetland Park

4.1 Use of emerging self-media to promote publicity

Through short video promotion, webcasting and other publicity methods to vigorously promote and spread the local characteristics and culture, highlighting the unique core competitiveness compared with other tourist attractions, highlighting the uniqueness of Jiulong Wetland Park, thus attracting more foreign tourists and driving economic growth.

4.2 Increase the investment of funds and improve the infrastructure

The local government can, through policy support, investment attraction and cooperation between government and enterprises, vigorously build visitor service centres, car parks and flood control and other scenic infrastructure services to meet visitors' tourism

support needs and boost the long-term development of the Jiulong Wetland Park.

4.3 Respecting local characteristics and culture to create a unique landscape

Respecting the local culture, the wetland park is planned rationally, using the historical allusion to the 'Town of Gentlemen - Chang Yuan' and the unique geographical location of the Jiu Long Wetland Park where the three canals meet. The park has been designed to create a unique landscape that will give it a unique competitive advantage over other scenic areas.

4.4 Set up relevant preferential policies to attract talents to employment

Local government departments should introduce corresponding policies to attract university students to return to their hometowns to start their own businesses and employment, provide salary and compensation, education for children, housing and other related protection for the introduced talents, and promote the innovative development of Changyuan eco-tourism construction.

5. Conclusion

This paper takes Jiulong Wetland Park in Changyuan City as the research object, and uses SWOT analysis to analyse its strengths, weaknesses, risks and opportunities to summarise the development strategy of ecotourism in Jiulong Wetland Park, which will provide reference for the development of ecotourism resources in Jiulong Wetland Park and help promote the development of ecotourism in Changyuan City.

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