

Research on the Development of Tourism Small Businesses in the Context of Cultural Tourism Integration: Nanjing Confucius Temple as an Example in China

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Abstract: In recent years, as the material-based consumption of urban and rural residents in China has been basically satisfied, the service-based consumption is growing rapidly, so the development of tourism industry has also been greatly enhanced. Tourism culture is one of the important resources of tourism, and culture and tourism promote and integrate with each other, and the demand of tourists for tourism in the new era is personalized and diversified. Therefore, in the face of the new changes in the tourism market, how should tourism enterprises respond to the depth of the combination of culture and tourism to meet the growing cultural consumption needs of the people. Nanjing Confucius Temple, as a 5A cultural heritage site in China, is also an important tourist destination with different tourism enterprises all around. Based on the combing and analysis of related research literature, this paper takes Nanjing Confucius Temple Scenic Area as the research sample and the surrounding tourism small enterprises as the research objects, and discusses the integration characteristics of culture and tourism as its development direction to achieve the protection of historical and cultural heritage and the sustainable development of tourism. The literature research method, questionnaire survey method and statistical analysis method are used to investigate and analyze the operators of tourism small enterprises around Nanjing Confucius Temple, and to analyze the factors influencing the development of Nanjing Confucius Temple tourism small enterprises, as well as to find out the problems and future development direction of Nanjing Fuzimiao tourism small enterprises in the context of cultural tourism integration.

Keywords: Tourism Small Enterprises; Cultural Tourism Integration

1. Introduction

1.1 Research topic selection

Since the threshold of tourism small enterprises is not high, and the operators do not have a high degree of understanding and skills in business management and staff management, the management of tourism small enterprises is vulnerable to internal and external influences leading to poor operation, high mobility and short business cycles. Most of the tourism small enterprises exist in Nanjing Confucius Temple historical and cultural district, which also plays an important role in promoting the development of the scenic spot. But at the same time in the process of tourism development tourism small business operators in the process of business management enterprise internal and external environmental influences, will lead to poor visitor experience, reduce the flow of people, thus affecting the stable development of tourism small business, and then the integration of culture and tourism is particularly important.

1.2 Purpose of the study and significance of the study

At present, influenced by the vigorous development of tourism industry, tourism small enterprises are also developing, and there

are not many theoretical studies on tourism small enterprises in cultural heritage sites in China, and there is a certain lag. Confucius Temple scenic area is located in the downtown of Nanjing, which is both a 5A national tourist attraction and a place where people live everyday. Because of their own characteristics, tourism small enterprises are easily affected by internal and external environment, short survival cycle, strong turnover and high staff mobility, therefore, for how to ensure the sustainable management of tourism small enterprises and how practitioners should make decisions to manage in order to better promote the sustainable and stable development of tourist attractions, researchers are needed to continuously improve theories and provide theoretical reference and experience to tourism small enterprises. To that end we ask the following questions:

(1) Will the business efficiency of tourism small businesses containing local cultural characteristics be affected by the decrease in tourists' experience due to excessive commercialization of Confucius Temple?

(2) Does the degree of local culture awareness and tourism consumer preferences of tourism small business operators directly affect the business development of tourism small businesses?

(3) Do internal management factors of tourism small enterprises have an impact on the development of tourism small enterprises?

(4) How can tourism small businesses change their business strategies to attract more tourists in the context of cultural and tourism integration?

2. Literature Review

Early exploration: Pickering and others did a survey for small hotels and restaurants in 1971; Kibedi studied tourism entrepreneurs in Canada in 1979; Rodenburg was the first to study the benefits of tourism small businesses in 1980^[1], which found that small-scale small hotels provide better service to customers, have low opening costs, and are mostly operated by local people, so local. The study found that small-scale hotels provide better service to customers, have lower start-up costs, are more locally owned and operated, and therefore have better local supply links, provide more jobs and income for local people, and have much less economic leakage than large businesses. Relative development period: Since the 1990s, there has been an increasing number of studies on tourism small businesses. Buhalis(1996) showed that small and medium-sized tourism businesses can promote rapid tourist spending and bring various benefits to the destination by providing direct contact with local characteristics^[2]. Thomas(2000) analyzed the different definitions of tourism small businesses used in the study and proposes that the heterogeneity within tourism small businesses should be acknowledged and their internal differences should be considered to better understand this particular group and to point the way for future research^[3]. The period of continuous prosperity: Kilipiris(2012) findings show that tourism businesses can use sustainability issues as an opportunity for them to gain a competitive advantage in the market^[4]. Mizrachi(2015) claims that social media has become the main platform for businesses to interact with tourists and small tourism businesses use social media for tourism purposes by maintaining brand pages on Facebook^[5].

3. Research content and research method

3.1 Research content

This paper selects the cultural heritage tourism place Nanjing Confucius Temple as the research site, and analyzes and organizes the research on the tourism small enterprises. In this paper, we investigate and analyze Nanjing Confucius Temple's own business managers through interviews and questionnaires, and analyze the factors affecting the development of Nanjing Confucius Temple tourism small enterprises, and propose targeted and effective solutions from inside and outside, so as to promote the sustainable and stable development of Nanjing Confucius Temple tourism small enterprises.

3.2 Research methods

3.2.1 Literature analysis method

Firstly, we find and read the literature of cultural tourism integration and tourism small enterprises with the help of databases such as Zhiwang(CNKI), Web of science/SCI, Google Scholar, CSSCI, etc. In addition, the official website of China Cultural Tourism Bureau, the website of China Statistics Bureau, DataDance data analysis platform, etc. were used to understand the development measures and policies of cultural tourism integration, and to obtain various data.

3.2.2 Questionnaire method

The questionnaire survey method mainly focuses on the operators of small tourism enterprises in Nanjing Confucius Temple.

3.2.3 Statistical analysis method

The questionnaire was designed through the "Questionnaire Star" platform, and descriptive statistics, reliability and validity analysis, and factor analysis were conducted on the collected data.

4. Data analysis and results

4.1 Data collection process

This part mainly used the questionnaire method, and the questionnaires were distributed to business operators of small tourism enterprises around Confucius Temple in Nanjing. Considering the influence of the epidemic, this questionnaire survey was conducted by means of Internet question and answer, which included personal information, the degree of influence of culture on business according to the operators, the degree of influence of the market on business, the propensity of tourists to buy goods, the internal influence of the enterprises and the influence of the employees, 112 questionnaires were distributed in this questionnaire, and 112 actual valid questionnaires were distributed.

4.2 Study sample

According to the sample demographics, the descriptive statistics of the demographic characteristics variables of the business managers of tourism small businesses are shown in Table 1, where we can see.

Table 1: Demographic characteristics of the sample

Variables	frequency	Percentage (%)	Variables	frequency	Percentage (%)
Manager Source			Business Type		
Nanjing Citizens	74	66.07%	Food Service	35	31.25%
Temporary Residents	38	33.93%	Life Service	11	9.82%
Gender			Leisure and Entertainment	36	32.15%
Male	61	54.46%	Accommodation Service	13	11.61%
Female	51	45.54%	Tourism Services	17	15.18%
Age			Business Size		
Under 20 years old	9	8.04%	1-10 people	43	38.39%
21-30 years old	40	35.71%	11-20 people	37	33.04%
31-40 years old	31	27.68%	21-30 people	14	12.5%
41-50 years old	24	21.43%	31-40 people	9	8.04%
Over 50 years old	8	7.14%	41-50 people	9	8.04%
Academic qualifications					
Junior High School and below	9	8.04%			
Junior High School/High School	38	33.93%			
College	36	32.14%			
Undergraduate	21	18.75%			
Master and above	8	7.14%			

4.3 Analysis of Influencing Factors of Small Business Operation in Nanjing Confucius Temple

4.3.1 Descriptive statistics of factors influencing the operation of tourism small enterprises in Nanjing Confucius Temple

Based on the examination of the actual situation of Nanjing Confucius Temple, the author designed 20 factors affecting the development of tourism small business operation from the perspective of tourism small business managers, and their mean values are ranked in Table 3, and the mean values of the influencing factors shown in the results are between 3.3 and 4.9.

Table 2: Analysis of Influencing Factors of Small Business Operation

Tourism Small Business Operator Perspective	Sort	Mean	Tourism Small Business Operator Perspective	Sort	Mean
Goods with local culture	1	4.88	Visitor consumption preference	11	4.51
Special snacks	2	4.86	Degree of influence of products that integrate local culture on management	12	4.46
Creative souvenirs without cultural characteristics	3	4.78	Regular employee training	13	4.46
General products without characteristics	4	4.67	Government Support	14	4.41
Tourist souvenirs with characteristics	5	4.66	Degree of integration of local cultural characteristics in the products operated	15	4.28
The characteristics and cultural connotation of the products	6	4.61	Adapting to consumer preferences and needs	16	3.51
Number of tourists	7	4.54	Innovation and creativity	17	3.45
Level of knowledge of local culture	8	4.54	Showing local characteristics	18	3.43
High employee mobility	9	4.53	Business management expertise	19	3.42
Enterprise rent	10	4.52	Marketing strategy	20	3.31

Through the above analysis, tourism small business enterprise business managers believe that the main influencing factors of business development tourists'tendency to purchase goods such as goods with local culture, special snacks, and the degree of influence of the market on business operations.

4.3.2 Reliability Analysis of Influencing Factors of Tourism Small Business Operation in Nanjing Confucius Temple

Firstly, the reliability analysis of the influence factor scale was conducted, see Table 4. α value was obtained by reliability analysis using spss21.0 software, which is generally considered to be greater than 0.7 in practical use. α value of 20 influence factor measures was calculated to be 0.918, indicating that the reliability of the questionnaire is good. The KMO value and Bartlett's Test were used in this study, and the results showed that the KMO value was 0.881, which was greater than 0.8, and the chi-square value of Bartlett's Test was 1885.390, and the sig value was 0.000, indicating that the scale could be subjected to factor analysis.

Table 3: Reliability Analysis of Influencing Factors of Tourism Small Business Operation

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.881
Bartlett's Test of Sphericity	Approx. Chi-Square	1885.390
	df	190
	Sig.	.000

4.3.3 Factor analysis of factors influencing the operation of small enterprises in Nanjing Confucius Temple

The factors of the factors influencing the operation of small enterprises in Nanjing Confucius Temple tourism were obtained by using the principal component extraction method, and five factors were obtained after rotating the factors using the maximum variance method, as shown in Table 5.

Table 4: Results of Factor Analysis of Business Influencing Factors for Tourism Small Enterprises

Factor	Tourism Small Business Operator Perspective	Factor load	Eigenvalue	% of Variance	α factor
The degree of influence of culture on business	Level of knowledge of local culture	.890	7.923	39.616	.874
	Degree of integration of local cultural characteristics in the products operated	.771			
	Degree of influence of products that integrate local culture on management	.770			
The degree of influence of the market on the operation	Visitor consumption preference	.918	3.123	15.617	.922
	Number of tourists	.804			
	Enterprise rent	.786			
	The characteristics and cultural connotation of the products	.847			
	Government Support	.837			
Propensity to choose products for purchase	Goods with local culture	.890	2.568	12.841	.929
	Tourist souvenirs with characteristics	.864			
	Creative souvenirs without cultural characteristics	.791			
	General products without characteristics	.864			
	Special snacks	.834			
Internal influences on tourism small business	Showing local characteristics	.925	1.913	9.566	.923
	Innovation and creativity	.826			
	Marketing strategy	.825			
	Adapting to consumer preferences and needs	.848			
	Business management expertise	.873			
Employee Influencing Factors in Tourism Small Businesses	Regular employee training	.810	.540	2.700	.779
	High employee mobility	.824			

The first factor shows that the most important factors influencing the longevity of tourism small businesses are, in order of importance is "Level of knowledge of local culture";The second factor shows that the main factors influencing the market in the development of tourism small business permanence are "Visitor consumption preference", "The characteristics and cultural connotation of the products", which reflects that tourists increasingly know their own tourism needs hobbies, the new era of tourists for tourism needs present personalized, diversified, more is in the tourism experience of local cultural characteristics, therefore Therefore, the goods that show the cultural characteristics and connotation are widely preferred by consumers.Scenic area in the rent price is generally high, the same type of small business competition pressure, resulting in increased operating costs;The third factor indicates that the factors influencing tourists'propensity to choose products for purchase in the longevity of tourism small businesses are "Goods with local culture"and"Tourist souvenirs with characteristics", which means that tourists are more willing to pay for local

specialties. However, in practice, most tourists take price and quality into consideration when purchasing goods, while unique goods and souvenirs with local culture are often expensive and beyond the spending power and range of most tourists; The fourth factor shows that the main internal factors that influence the sustainability of tourism small businesses are, in order, "Showing local characteristics"; The fifth factor includes "Regular employee training", "High employee mobility".

5. Discussion and conclusion

5.1 Problems in the operation of small tourism enterprises

5.1.1 Insufficient innovation kinetic energy and fewer cultural and creative products

Cultural and creative products rely on local cultural characteristics resources, integrate local architecture, natural landscape, cultural heritage and other fusion products, add creativity and integrate culture into tourism services. These products are the same as the majority of cultural and creative products of tourist attractions, lack of creativity many cultural creativity is just a simple mapping with cultural resources, such as bookmarks, only the mapping of scenic icons with a difference, the degree of creativity is not enough. Coupled with the impact of the epidemic in 2020, the rapid decrease in passenger flow has further led to a significant decrease in the sales of cultural and creative products.

5.1.2 Insufficient integration of cultural tourism and low percentage of cultural consumption

At present, Nanjing Confucius Temple is still mainly engaged in low-end catering, accommodation and shopping, and the proportion of food products and tourist souvenirs is large, while the proportion of cultural products that truly represent the cultural characteristics of Nanjing Confucius Temple is small, and the integration of cultural tourism is insufficient.

5.1.3 Fierce competition in the market, with the second best

Nanjing Confucius Temple has a long history of food culture, and the current variety of snacks even reaches more than 200 kinds, with remarkable economic benefits, which has become an important pillar of Nanjing Confucius Temple tourism economy. However, in order to seize the market to take advantage of low-price competition, profits are getting smaller and smaller, some businesses reduce costs, resulting in a decline in quality, insufficient service, poor environment, substandard, gradually resulting in "locals will not go to eat, tourists will only eat once and definitely not eat a second time" scene, tourism small businesses were once faced with the survival of business difficulties.

5.1.4 The staff is unstable and quality is declining trend

First, the long-term price competition and cost pressure, making tourism small businesses can not afford higher staff salaries, publicity and guidance is not enough and social evaluation is not high, the staff's professional pride and loyalty decline, career cohesion and centripetal force weakened, resulting in the tourism industry staff turnover rate is high, the rapid flow rate, the quality of the workforce is a declining trend.

5.2 Nanjing Confucius Temple Tourism Small Business Development

Countermeasures

5.2.1 Deep integration of culture and tourism to improve competitiveness

Small tourism enterprises should realize the importance of manifesting Nanjing's local cultural characteristics for enterprise development from the perspective of long-term interests. For example, you can focus on building Qinhuai-Theater, with Qinhuai culture as the mother and immersive experience as the core. Based on the website of Nanjing Confucius Temple, we will open up e-commerce mode such as online shopping and group purchase transaction, all the products of small tourism enterprises can be sold on the website, and actively create "Nanjing Confucius Temple Online Shopping Mall"; we will create the Metaverse of Nanjing Confucius

Temple, provide digital twin modeling, 3D rendering and holographic imaging, and innovate the scene of online and offline integration of Nanjing Confucius Temple.

5.2.2 The influence of government support and encouragement on the cultural integration of tourism small enterprises into business activities

The business development of tourism small enterprises has a close relationship with the government, and the macro regulation and decision making of government agencies directly affect the development direction of tourism small enterprises. Therefore, the government should increase policy encouragement and take a series of preferential measures in administrative approval, land use, market management and taxation to vigorously support the development of cultural industries.

5.2.3 Optimization of employee compensation in small tourism enterprises

(1) Design according to employees' working condition

The design of the salary incentive system can be adjusted according to the working status of the employees. If the enthusiasm of the company's employees has been in a slump, a highly flexible salary incentive mode can be adopted at this time to increase the proportion of variable salary and narrow the necessary components.

(2) Design according to the welfare needs of employees

Designing according to the welfare needs of employees can make employees feel respected and recognized by the company, and feel the importance of the company to the employees, so that employees can work with peace of mind and solve some practical problems of the employees.

5.4 Conclusion

In the new era of tourism market upgrading, cultural tourism integration can become a new growth point for regional tourism development, while providing a direction for long-term stable and sustainable development for tourism small enterprises. This paper takes Nanjing Confucius Temple tourism small enterprises as the research object, explores the influencing factors affecting the stable and sustainable development of tourism small enterprises, uses literature research method, questionnaire survey method and data analysis method, analyzes the problems in the operation of Nanjing Confucius Temple tourism small enterprises, and lists the future development countermeasures of Nanjing Confucius Temple tourism small enterprises.

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