

Analysis on the Sustainable Development of Mount Taishan Tourism

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Abstract: While the tourism industry maintains rapid development and drives the rapid development of regional economy, the overloading of tourists in tourist attraction has also caused serious environmental and social problems. For Mount Taishan tourism, it is also faced with the serious problem of overloading some scenic spots, and sustainable development has become the focus of attention. This paper analyzes on the sustainable development of Mount Taishan tourism, aiming at providing certain reference and promotion for the relevant personnel, so as to promote the sustainable development of Mount Taishan tourism.

Key words: Mount Taishan; tourism; sustainable development

Preface:Mount Taishan is rich in tourism resources and beautiful in scenery, demonstrating its unique and important advantages. The development of tourism resources has been rapidly deepened, and the construction of service facilities has been constantly improved. Mount Taishan's tourism has shown a rapid development trend. In this context, Mount Taishan tourism also exposed obvious development problems, which restricted the sustainable development of Mount Taishan tourism. Therefore, the government and relevant departments must pay high attention to this, carry out in-depth analysis on the problems affecting sustainable development, and actively explore scientific and feasible solutions to promote the sustainable development of Mount Taishan tourism.

1. The sustainable development of Mount Taishan tourism

1.1 Lack of scientific tourism development planning

The main reason why an industry can have good and sustainable development is that it has comprehensive and far-sighted overall planning and top-level design, and the development of tourism industry is no exception. In order to realize the sustainable development of tourism industry, it is necessary to plan its development direction, development goal and development mode carefully and comprehensively from a long-term perspective, and build a complete and feasible technical route. At present, the relevant departments of Tai 'an City have not made a detailed and comprehensive plan for Taishan tourism, nor have they repeatedly excavated the cultural uniqueness and tourism resources uniqueness of Tai 'an City and other cities.

In 2018, in order to improve the development level of the city's tourism industry, Tai 'an City compiled and implemented the "Tai 'an City Global Tourism Development Plan", taking "Taishan" as the core tourism resource and attraction as the global tourism development orientation, and then promoting the development of the local rural tourism industry. On the whole, Tai 'an City is implementing active guidance in tourism development, but it has not found effective paths and countermeasures. Due to the constraints of local resources in Tai 'an, the actual situation of the assessment mechanism and working mechanism of government leading cadres, it is difficult to implement the development plan and cannot effectively promote the tourism industry quickly.

1.2 Insufficient development of tourism depth and breadth

The essence of tourism not only needs to be limited to eating, drinking, and playing, but also needs to enhance the depth and breadth of tourism, thereby improving the quality of tourism. The depth and breadth can be considered from both product and ecological aspects. Depth determines the sustainability of the development of the tourism industry, mainly from the perspective of ecological and environmental protection, such as effective utilization of resources, protection of the ecological environment, and vision for industrial development. From a deep perspective, it will be necessary to effectively match the development of tourism products with environmental sustainability, explore the connotation of tourism industry development as much as possible, and enhance the attractiveness of tourism products and services.

1.3 Poor awareness of modern marketing in rural tourism

At present, the marketing channel of tourism industry in Tai 'an City is single, and the main reasons for insufficient publicity and marketing include two aspects. On the one hand, insufficient attention is paid to the role of marketing, on the other hand, the application ability and means of marketing technology are insufficient. At the same time, the marketing and promotion of tourism products need to invest money, which will also hinder the promotion. Therefore, judging from the current publicity effect of tourism products, the lack of publicity and marketing efforts is an important bottleneck for the development of Tai 'an tourism. Moreover, the application of emerging marketing methods such as self-media and short videos is insufficient, which can not form a wide spread and extension of the audience and affect the actual publicity effect.

1.4 Insufficient management concept of tourism evolution

Regardless of any industry, talent driven and innovation driven are complementary, and talent driven is the foundation and core. The quality of talent is directly related to the quality and sustainability of the development of rural tourism industry, as talent can determine the subsequent development mode and direction. However, research has found that Tai'an City also faces a shortage of tourism talents. The fundamental reason for such problems is the lack of evolutionary tourism management concepts.

The tourism industry and actual operators believe that tourism services can be achieved by themselves, and there are one-sided

understanding and conceptual limitations, which in turn affect the development quality of the entire industry.

1.5 Strong concept of homogenization in tourism industry development

The target customers of tourism in Tai'an often come from the city or surrounding areas. However, due to the wide distribution of tourist attractions in Tai'an, the tourist attractions with characteristics are often remote, with low accessibility, imperfect infrastructure and service facilities, and insufficient development efforts. The tourism development of all districts, counties or urban areas in Tai'an City is still in its infancy. Tourism products are often organized and developed spontaneously, with weak brand awareness. Most of them have homogenization problems, and they have not fully developed and utilized their own tourism resources, and their attraction to tourists has declined. The core factor that causes the problem of product homogeneity is the concept, that is, the awareness of personalized tourism products and services and the ability to tap personalized tourism service products are lacking to some extent.

2. Sustainable development strategy of Mount Taishan tourism

2.1 Strengthening the Awareness of Tourism Resource Protection Strategy

The strategy of strengthening tourism resource protection awareness targets some buildings. If they do not meet the standards for natural heritage protection, even if the procedures are legal, they still need to be demolished. Within the scenic area, it is strictly prohibited to arbitrarily destroy and cut down flowers, plants, trees, etc. Even if the trees have withered down, it is necessary to strengthen protection. Focusing on the implementation of ecological engineering, the government and relevant departments need to play their own key roles, encourage and advocate the participation of the whole people in tourism environmental protection and in the box, focus on the promotion of tourism environmental protection, and promote tourists, citizens, etc. to enhance environmental awareness and develop excellent habits. At the same time, protecting scenic heritage and promoting its spiritual and cultural functions to be effectively utilized. For example, the Mount Taishan Cliff Carvings show people's pursuit of the spiritual level in the background of different times, which has also become a way for people to visit Mount Taishan and experience the "spirit" of Mount Taishan, so as to gain spiritual awareness and satisfaction. Through the scenic heritage, relying on its spiritual and cultural functions, people have a deep understanding of the importance of protecting tourism resources, so as to provide a reliable guarantee for the sustainable development of Mount Taishan tourism.

2.2 Strategy for Transforming the Development Mode of Tourism Resources

Firstly, there is a shift from extensive to refined. The extensive development of tourism resources does not conform to the concept of sustainable development in the tourism industry, but also has a destructive impact on tourism resources and leads to the worsening of the tourism ecological environment. For the Mount Taishan scenic spot, the development mode of tourism resources needs to be optimized and innovated, changing to the direction of refinement, creating high-quality products and enriching profound connotation. On the basis of reasonably adding scenic spots and their extension, focus on cultural factors such as art, folk customs, and religion to achieve scientific and reasonable development. Secondly, there is a shift from a single point approach to systematization. Emphasis should be placed on strengthening overall planning, formulating scientific and reasonable tourism development plans, and implementing coordinated and complementary development. Based on the central scenic spots, rolling development should be adopted for tourism resources to build a tourism resource development and utilization model with economies of scale. Finally, there is a shift from simplification to ecology. Under the concept of protective development, the simplification of traditional development links is more prominent. Some regions do not involve tourism planning, while some scenic spots are developed, and the protection of humanistic connotation is obviously insufficient. Therefore, we must pay excessive attention to this, focusing on ecological development, so as to promote the sustainable development of Mount Taishan tourism.

2.3 Continuing the existing leading tourism products and deepening the cultural connotation strategy

Culture is one of the important influencing factors in promoting the development of the tourism industry. Regarding tourism products, it is necessary to focus on highlighting cultural attributes, exploring the profound cultural connotations, highlighting cultural characteristics, and achieving a dual improvement in cultural taste and content in order to effectively attract tourists and play an important role in promoting the development of the tourism industry. Culture is also an important fundamental core of economic competition, and the competition in the tourism industry can be seen as cultural competition, which is particularly important for the sustainable development of the tourism industry. The development of Mount Taishan tourism should attach importance to the development of humanistic tourism resources and enrich the connotation of tourism culture. First, highlight the national culture of Mount Taishan, such as drama, folk art and architecture. Secondly, highlight religious culture, such as Taoism and Buddhism; Finally, highlight the cultural characteristics of the scenic spot, deeply explore the cultural characteristics of the scenic spot, and achieve the enrichment and enhancement of the cultural connotation of the scenic spot, such as historical allusions, folk legends, and classic ancient poetry. Collect and organize this information, so that tourists can understand the profound cultural connotations contained in the landscape. Focusing on the urban area of Tai'an City, we will develop distinctive regional cultural projects and adopt processing and polishing methods for crude oil products, deepening the product connotation while effectively enhancing its attractiveness.

2.4 Strengthen the strategy of environmental resource protection

Firstly, implement scientific research on tourism environmental protection. The sustainable development of tourism has obvious dependence on the tourism environment. If Mount Taishan tourism wants to maintain sustainable development, it needs to pay special attention to the protection of tourism environment, actively push and implement scientific research, and deepen the implementation of scientific research, so as to provide basic guarantee for the development planning of Mount Taishan tourism. Secondly, implement the

environmental impact assessment of tourism development. Before development, it is necessary to implement environmental impact assessment and analysis related to development activities, and comprehensively analyze the potential impacts, formulate scientifically feasible reduction policies, and avoid serious damage to the tourism environment. Finally, focus on strengthening tourism environmental planning. The problems of tourism environment and the decrease in tourism environment quality are mostly caused by human economic activities. Therefore, it is necessary to formulate corresponding tourism environment plans to ensure scientificity and predictability, effectively respond to various problems, and avoid serious damage to the tourism environment. In addition, the environmental planning of the tourist area needs to focus on the economic development and tourism development of the tourist area, and the environmental protection of the tourist area. Based on the aesthetic quality of the tourist area environment and the scientific use of tourism resources, the scientific and feasible environmental planning of the tourist area should be formulated to lay an important foundation for the sustainable development of Mount Taishan tourism.

2.5 Develop sustainable tourism development plans

Under the current trend of social development, the sustainable development of Mount Taishan tourism is an inevitable trend. Therefore, the tourism department should communicate with domestic experts to jointly formulate a sustainable development plan to promote the sustainable development of Mount Taishan tourism. First of all, the tourism department should active learning and draw on the excellent experience at home and abroad, and make full use of the advantages of information technology to develop a sustainable tourism development system, and reflect the domestic and foreign market development, cultural relics protection, environmental protection, tourism resources development and other contents in the system, and formulate a sustainable development strategy suitable for the development of these subsystems, and effectively improve the operability and authority of the development plan, In this way, the sustainable development of Mount Taishan tourism can be guaranteed theoretically. Secondly, promoting the sustainable development of Mount Taishan tourism is a systematic and long-term project, which requires the participation of local governments and people, as well as people from other regions. For this reason, tourism management departments should use new media platforms such as Tiktok, Kwai and Weibo to publicize the significance of sustainable development for Mount Taishan tourism and strengthen the awareness of sustainable development of the whole people. In addition, tourism development strategy makers should take sustainable development as the guiding ideology and explore how to formulate practical and feasible sustainable development plans. While managing Mount Taishan tourism, managers of all departments should strictly follow the development plan and reasonably regulate the spatial and temporal distribution of tourists. Tourism enterprises need to restrict their own business behavior according to the development plan. The operators should standardize and restrict their business behavior according to the plan. On the basis of thinking about how to improve economic benefits, they should also consider how to protect the interests of Mount Taishan tourism. Local residents should adhere to the principle of "clean life and production" and contribute to improving the quality of Mount Taishan's tourism environment.

2.6 Increase macro management efforts in the industry

First of all, the functional departments need to position the work center to provide quality services, establish and improve laws and regulations in various industries, promote the legal system of sustainable tourism development to be more perfect, and strengthen the macro management of the tourism industry, making the Mount Taishan tourism industry system more perfect. Secondly, establish a modern tourism enterprise management system. Actively exploring and gradually building tourism enterprises into legal entities and market competition entities that operate independently, are responsible for their own profits and losses, self-development, and self-restraint, without any superior supervisory departments, to avoid disorderly competition caused by different starting points, affiliations, and operating mechanisms and management systems, and to implement fairness and efficiency. Finally, establish and improve innovation incentive mechanisms. To achieve sustainable development in the tourism industry, the primary prerequisite is to have a strong sense of innovation. Often, the proposal of an innovative "idea" can revitalize the local tourism industry and create new characteristics for the tourism industry. Therefore, managers should establish an innovative awareness, not only learn from the tourism innovation "ideas" of other regions, but also be good at exploring local tourism characteristics, and based on these tourism characteristics, try to integrate them with the current popular elements organically, and formulate innovative Mount Taishan tourism development strategy. In addition, innovation not only includes product innovation, but also policy innovation, institutional innovation, and technological innovation. In this way, by strengthening the macro management of the industry, we can inject inexhaustible power into the sustainable development of Mount Taishan tourism.

Conclusion: To sum up, in the development process of Mount Taishan tourism, sustainable development has an important impact and significance on the development of Mount Taishan tourism. Therefore, the government and relevant departments must pay high attention to this, recognize the importance of sustainable development, and develop a scientific and feasible tourism development plan based on the concept of sustainable development to promote the sustainable development of Mount Taishan tourism.

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