

Analysis and evaluation of tourism resources in Huangshan Scenic Area based on the “336” evaluation system

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Abstract: With the improvement of living standards, tourists’ needs for tourism experience are more diversified and personalized. Based on the analysis of the types and characteristics of tourism resources, the evaluation method of “336” is used to provide suggestions for the development of tourism resources.

Keywords: Huangshan Scenic Area; “336” Evaluation System; Tourism Resources

Introduction

In recent years, with the rapid development of tourism, the tourism experience of tourists is quietly changing, personalized tourism is becoming increasingly popular, and tourists pay more attention to their own experience in tourism. The presentation of different tourism resources in the same natural tourist attractions will greatly determine the size^[1] of the amount of information obtained by tourists, and thus determine the tourism experience of tourists, which puts forward new requirements for the development of tourism resources. In order to realize the full presentation of the value of tourism resources, we must pay more attention to the experience of tourists in the development of tourism resources, and meet their physiological and psychological needs to the greatest extent.

1. Analysis of the basic characteristics of tourism resources in Huangshan Scenic Area

As a world natural and cultural heritage, Huangshan Scenic Area has a very rich and unique tourism resources^[2]. Huangshan scenic area 85 representative scenic spots, mainly including rocks, peaks, clouds, xiushui, pine, road, cliff stone, canyon, ancient pavilions, ancient bridge, architectural relics 11 resource type, they are distributed in the north sea, jade screen, cloud valley, pine valley, white clouds, hot spring six scenic spots, the study of the scenic resource distribution characteristics are analyzed as follows:

1.1 Yuping Scenic area

Yuping Scenic area, known as “South China Sea” in ancient times, is located in the central and southern part of Huangshan, with an average altitude of about 1600 meters. It is one of the most elite scenic spots in Huangshan. Among the three main peaks of Huangshan, the two main peaks (Lotus Peak and Tiandu Peak) are all in this area. 11 resource types, such as strange rocks and strange peaks, are distributed in this scenic area, followed by the sea of clouds, strange peaks and strange pines are also distributed. The above constitute the most well-known and most elite “four wonders” of Huangshan, so Yuping Scenic area is one of the scenic spots for the essence of Huangshan.

1.2 Beihai Scenic Area

Beihai Scenic spot, ancient known as “Lion Forest” scenic spot, is located in the central north of Huangshan, is one of the most elite scenic spots in Huangshan. Granite in the scenic spot constitutes all kinds of strange peaks and ingenious shapes in the scenic area. Ancient pavilions and strange pines are the representative resource types of the scenic spot, especially strange pines. There are six famous pines in this scenic spot, so it is very suitable for tourists with special preferences in Huangshan.

1.3 Hot Spring Scenic Spot

Hot Spring Scenic spot is located in the south of Huangshan Mountain, 600-700 meters above sea level. It is the first scenic spot to enter Huangshan Mountain from the south gate of Huangshan Scenic Area. Hot spring scenic spot was called “Taoyuan fairyland” in ancient times, and the development history is earlier. Ancient Bridges and cliff carvings are representative resource types of the scenic area, so they are very suitable for tourists interested in architectural culture; moreover, hydrological landscape is a feature of the area.

1.4 Cloud Valley Scenic Spot

Yungu Scenic spot is located in the south of Huangshan, the center is located in the Yungu Temple between Luhan Peak and Xianglu Peak. The ancient bridge is the representative resource type of the scenic spot, and Xiushui and architectural relics are also a major feature. It is a scenic spot that can complement each other.

1.5 Baiyun Scenic Spot

Baiyun Scenic Spot consists of three parts: Diaoqiao Nunnery Landscape Area, Baiyun Creek Scenic Spot, and West Sea Grand Canyon Scenic Spot. There are all kinds of geological activities formed by the peak mountain landform. The distribution of representative resource types in this scenic spot is relatively uniform, but it is worth mentioning that there are six unique Xihai Grand Canyon scenic spots in this area, and the climate type is unique and the vertical zonal distribution of plants is obvious.

1.6 Pine Valley Scenic Spot

Pine Valley Scenic Spot is located in the north of Huangshan, and is the first scenic spot to enter Huangshan from the north. Ancient pavilions and Xiushui are the representative resource types of the scenic area, with streams and pavilions, especially suitable for travelers and adventurous tourists; in addition, the harmonious beauty of mountain peaks and buildings is also the feature of the area.

2. Tourism resources evaluation of Huangshan Scenic Area

2.1 The “Three Major Values”

2.1.1 Historical and cultural value

Ancient literati here created a large number of descriptions of the extraordinary scenery of Huangshan poems and all kinds of painting and calligraphy works. These works have high artistic aesthetic and historical value, and are a small landscape integrating nature in humanities and art. The scenic spot should strengthen the protection and utilization of cultural heritage. For example, the preparation of special plans for the protection and utilization of cultural heritage, establish the protection archives of cultural relics and historic sites, to provide scientific guidance for the protection and utilization of cultural relics in scenic spots.

2.1.2 Appreciation value of art

Huangshan, with rich cultural accumulation, mainly reflected in the value of art, literature and architectural relics, more than 1000 years of cultural activities, has produced more than 20,000 (first) literary works; left more than 300 cliff carvings, nearly 100 ancient roads, ancient Bridges, ancient pavilions^[3]. The cliff carvings and the restoration of ancient buildings and Bridges still need to be strengthened, including the protection of cliff carvings and the reinforcement of damaged ancient buildings. To further explore the cultural connotation of Huangshan Mountain, organize personnel to compile relevant books and works.

2.1.3 Value of scientific investigation

Huangshan scenic area is not only rich in natural and cultural resources, but also its geological and landform is very special, has high scientific value. Various geological movements form various shapes of peaks and rocks, but also provide the most intuitive research object for the scientific investigation of geologists. By adding the value of geological and scientific science to the resource development, it is beneficial to attract more scientific people to Huangshan, and help the scenic spot to carry out the protection and monitoring of geological relics, and establish a relatively perfect geological science popularization and research travel system.

2.2 Three major benefits

2.2.1 Economic benefits

In recent years, the operating income of Huangshan Tourism Group has been growing, and its ranking in the national tourism group has been moving forward^[4]. With the continuous development of tourism resources, it can not only bring economic benefits to the Huangshan scenic area, but also help to drive the whole surrounding industries to promote the economic development of the whole Huangshan city.

2.2.2 Social benefits

Won a series of major honors, good social benefits and popularity to attract a large number of tourists to come to play at the same time, but also to the management of the scenic spot has brought certain problems. Through the targeted development of tourism resources, tourists can visit the landscape more in line with their preferences, which will help to reduce the complaint rate of tourists and improve the satisfaction of tourists.

2.2.3 Environmental benefits

Through the reasonable development of tourism resources, to a certain extent, it also helps to reduce the amount of the scenic spots, so as to improve the environmental carrying capacity of the scenic spots. In addition, scenic spots should adhere to the guiding ideology of paying equal attention to natural and cultural protection, and implement more stringent and higher standard protection policies. We will carry out research on the early-warning mechanism of tourist carrying capacity, and explore new models of nature protection and resource utilization.

2.3 The “Six Major Development conditions”

2.3.1 Geographic location and traffic conditions

Huangshan scenic area is located in the south of Anhui province, the area has the railway, high-speed through, convenient transportation. With the increasing number of tourists, the government departments need to continuously integrate all kinds of transportation resources in the scenic spot, take the high-speed railway passenger transport hub as the center, and strive to build the whole region tourism transportation network of Huangshan city.

2.3.2 Conditions of scene and region combination

The landscape of Huangshan mountain mainly lies in the organic combination of strange pines, strange rocks, sea of clouds and hot springs. Changing seasons, different weather, different altitude and other elements are combined to contrast different landscape elements against each other.

The redevelopment of tourism resources can bring multiple and rich sensory stimulation to the aesthetic subjects with different interests and hobbies, so that tourists can enjoy the wonders of Huangshan Mountain mixed with peaks, rocks, pines and clouds.

2.3.3 Tourism environment capacity

Scenic spots need to constantly improve the “three forecast” mechanism, namely prediction, early warning, reservation, respectively, in order to ensure that the excessive number of people in the peak season still can ensure that the travel quality of tourists does not decline, improve the tour comfort ^[5].

2.3.4 Tourist source market

The main tourist source area of Huangshan Scenic Area is east China around Anhui Province. It is necessary to promote the attraction of distant tourists through the Internet, so that the tourist source structure of Huangshan Scenic Area is more balanced and not only depends on tourists in a certain area.

2.3.5 Tourism investment capacity

The scenic spots should focus on the main tourism industry, increase the investment of capital, talent, technology and other factors, optimize the operation structure, and further improve the reception facilities of the scenic spots. In terms of hotels, the existing hotels on the mountain need to implement differentiated development, give full play to their own characteristics, and improve the operating efficiency of ^[6].

2.3.6 Difficulty of construction

To the degree of environmental protection, we will constantly improve the infrastructure, optimize the tourism environment, and improve the management level and service quality. In terms of hiking trails, the road renovation and upgrading project will be carried out, and a number of additional viewing platforms and rain shelters will be built for tourists to rest. In the ropeway, planning the taiping ropeway line change and scenic area freight ropeway construction ^[7].

3. Conclusion and discussion

This paper makes an in-depth investigation and analysis of the tourism resources of Huangshan scenic spot, analyzes the distribution and characteristics of the tourism resources of the six scenic spots, and analyzes and evaluates the representative tourism resources of the

scenic spot with scientific evaluation method. However, because Huangshan Scenic Area is a treasure house of human natural and cultural resources, the rich tourism resources can not be given a more comprehensive analysis, so it still needs to criticize and correct by subsequent researchers, so that the tourism resources of Huangshan Scenic Area can be better protected and developed.

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