

Research on the High-Quality Development Path of Tourism in Yimeng Mountain Area

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Abstract: The Yimeng Mountain Area has beautiful natural scenery, magnificent mountains and rivers, excellent cultural resources, and become a famous travel places for visitors to go. The high-quality development path of tourism in Yimeng Mountain Area is an important topic in Shandong tourism industry. This article uses literature research and case study methods to analyze the characteristics high-quality development path of tourism in Yimeng Mountain Area. In this article, the current situation, existing problems are analyzed, and its operating mechanism path are explored. It is urgent to effectively enhance residents' awareness of cultural relic protection, to raise funds and increase publicity efforts, to deeply explore the cultural and history connotation of the scenic spots and to strengthen the construction of talent team and improve management level.

Keywords: High-Quality Development; Tourism; Yimeng Mountain Area; Tourism Management

1. Introduction

Deeply promoting the integration of culture and tourism is the new vane for the development of tourism in the new era. All departments across the country attach great importance to cultural and history education, which has greatly stimulated the vitality of tourism and vigorously promoted the high-quality development of tourism. Therefore, it is important to continuously explore the political, economic, cultural, historical and other multiple values carried by the culture and history of Yimeng, Shandong. Besides, it is important for Shandong province to promote its culture and history, demonstrating the revolutionary spirit, and

fully enhance the profound connotation. It is a major project of political significance that strengthens patriotism education, ideological and moral construction and revolutionary tradition education. In recent years, the Yimeng Mountain Area has attached great importance to tourism and launched various new models that rely on culture and history to promote the high-quality development of tourism, such as "immersive" real-life interpretations, "Yimeng, Green Pastoral" experience tours, and innovative study routes, and achieved good economic benefits and have great social impact. At the same time, there are still problems in the high-quality development of tourism in Yimeng Mountain Area. Yimeng Mountain Area should effectively improve top-level design planning, fund raising, cultural connotation exploration and talent training in order to boost its tourism.

2. Overview of Tourism Resources in Yimeng Mountain Area

Yimeng Mountain Area is a human geography concept that refers to the old revolutionary areas with Mengshan Mountain and Yishui as geographical symbol. Yimeng Mountain Area includes nine counties in three Areas of Linyi City (Lanshan Area, Luozhuang Area, Hedong Area, Yinan County, Yishui County, Tancheng County, Fei County, Pingyi County, Lanling County, Junan County, Mengyin County, Linshu County), Linqu County, Yiyuan County, and Ju County [1]. The Yimeng Mountain area was known as Langya and Yizhou in ancient times. It has outstanding people and is the birthplace of Dawenkou Culture, Longshan Culture and Yueshi Culture. The Yimeng Mountain Area is rich in natural resources, the most famous of which are mountains and hills such as Yishan Mountain, Mengshan Mountain, and Menglianggu Mountain.

The Yimeng Mountain Area is a nationally famous revolutionary place. Together with Jinggangshan and Yan'an, it is known as the three most important old revolutionary bases in history. More than 200,000 Chinese people in this area joined the army, and 100,000 heroes died heroically. It made outstanding contributions to resisting foreign aggression and the founding of New China, leaving behind a legacy of many heroes as Liu Shaoqi, Su Yu and Chen Yi.

As a precious spiritual wealth inherited from history, the Yimeng spirit not only spreads in legacy stories, such as the stories of "Yimeng Sixth Sister", and "Yimeng Mother", but also left many historical relics, such as Zhouziya Village, Shenquanzhuang and Jiujiapeng [2].

3. Current Status of Tourism Development in Yimeng Mountain Area

In recent years, Yimeng Mountain has deeply explored tourism resources, integrating culture and history with tourism, and created many new attractions and routes, becoming an important tourist attraction for tourists from all over the country for leisure travel and study [3].

3.1 Explore the "Integrating Tourism" Model.

In order to solve the problem that tourism places in Yimeng Mountain area are usually isolated from one another, Yimeng Mountain Area has explored the "Integrating tourism" model in recent years, which connects isolated tourism places together. Tourists can visit multiple places at once through circular tours by only purchasing ticket for once. In 2021, Yinan's "Love Shang Yinan Journey" loop was rated as one of the "Top Ten Most Beautiful Rural Roads" in the country. The "Green Pastoral" experiential tour connects Menglianggu National Forest Park, Mengliangjiayuan Tourist Area, the national 4A tourist attraction Zhujialin Tourist Area, Hongsao Hometown Tourist Area together. There are many new developed tourist places such as Zhuquan Village Tourist Area and Hongshizhai Tourist Area are added to the tour. Some fancy hotels are included in the tour as well, for example the Tangquan Tourist Resort. Tourists can not only have a great tourism experience but also experience the charm of health tourism and rural tourism.

3.2 Explore the "Study + Travel" Model

The Yimeng Mountain Area has obvious advantages in tourism resources. In recent years, the Yimeng Mountain Area has integrated culture and history resources and launched a variety of study tours such as the "Patriotism Education Study Tour", "Yimeng Study Camp", and "Yimeng Mountain Minority Birthplace Study Base" to explore the new model of "Study + Tourism" [4]. In addition to this, Yimeng Mountain Area has also explored the establishment of integrated education groups such as cadre training, patriotism education, and integrity education. A lot of students in primary school, middle school and even colleges from all over the country come to join the study tour to learn and have a great experience.

3.3 Explore "Film + Rural" Model

In recent years, Yimeng Mountain Area has expanded immersive experiences to increase tourists' experience and participation. For example, at the Yimeng Red Film and Television Base, tourists can participate in the filming of movies and immerse themselves in the scenes. They can also participate in a song contest and watch a large-scale live water performance in Yishui, Mengshan. Besides, they can also view exhibits at old sites such as the Memorial Site of the Founding of the Shandong Provincial Government. In addition, the Yimeng mountain area has carefully arranged a variety of festival activities in conjunction with the Revolutionary Memorial Day, such as the "Winter Enjoy Yimeng to Celebrate the New Year" activity, which provides special homemade products, colorful activities to expand the market.

4. Problems Existing in the Development of Tourism in Yimeng Mountain Area

4.1 Geographical and Transportation Issues

Incontinent tourism locations has become shortage for travelling in Yimeng Mountain Area. Many scenic spots are very far apart from each other, and travel from different spots takes a lot of time and efforts. Inconvenience transportation and rough roads makes these scenic spots less attractive than other places, and as a result, self-driving tourists are unwilling to drive there. Besides,

there are not many cost-effective transportation methods to choose from. This has become one of the factors affecting tourists' visit. In addition, Poor hospitality capability become another reason for tourists' short stay and unwilling to spend more money in Yimeng Mountains. Some customers complains about the lack of chain hotels or high-quality Airbnbs in town, and some feels sorry that the Yimeng Mountain Area does not have sufficient high-speed railways.

4.2 Shortage of Operating Funds

Affected by operating funds and geographical location, the Yimeng Mountain Area lacks of capital investment, resulting in less development of the scenic spot and less outstanding advantages. At present, there are about two sources of funds for tourism in Yimeng Mountain Area. The first is a government management model, and under this model, museums and memorial halls are divided into provincial-level museums, prefecture-level museums, and county-level museums according to their affiliations. In this operation model, museums and memorial halls mainly get their fund from donations, fund-raising activities and admission tickets. The second is a self-funded model for creating tourist attractions based on regions, and building a commercial service model through the sale of souvenirs, homemade products, specialty agricultural products and other income from providing customer services like home owned restaurant and running an Airbnb. Generally speaking, it is not easy for the Yimeng Mountain Area to attract huge cash flow.

4.3 Scenic Spots are Seriously Homogenized

The homogeneity phenomenon in Yimeng Mountain area is currently serious, they basically fall into the mode of listening to stories and watching scenes. The presentation method of pictures and texts is relatively simple. Tourists generally complains that the scenic spots are the same during the large-circuit tour, resulting in a tired mentality and lack of creativity. In addition, the publicity and advertisements for promoting the Yimeng Mountain are not enough. In the era of self-media, other scenic spots have carried out extensive publicity and promotion on Douyin platforms, Weibo platforms, etc., while the

Yimeng Mountain Area has less publicity and promotion efforts, resulting in the Yimeng Mountain Area's national popularity being far lower than other scenic spots [5].

4.4 Talent Team Construction Needs to be Improved

The management level of Yimeng tourist attractions is crucial, and talents are the core strength of the management team. The high-quality development of the talent team affects the high-quality development of tourism. Generally speaking, the Yimeng Mountain is located in remote mountainous areas and most scenic spots are far away from the urban area, making it impossible to attract and retain talents with professional tourism knowledge, historical knowledge and management capabilities. Most tour guides in scenic spots are composed of villagers and volunteers. They lack in-depth research on culture and history and mostly focus on narrative, which affects the tourist experience. Affected by salary packages and salary incentive policies, it is difficult for the Yimeng Mountain Area to retain management talents with higher academic qualifications, resulting in chaotic management of many scenic spots.

5. Countermeasures and Suggestions for High-Quality Development of Tourism in Yimeng Mountain Area

5.1 Enhance Residents' Awareness of Cultural Relic Protection

The development of tourism in Yimeng Mountain Area is not a task for one village, one county, or one city. It requires overall planning, top-level design, route planning, and planning of surrounding accommodation and supporting facilities during development. Leading cadres at all levels in various places need to raise awareness during the development process, seize opportunities, find the right time, reasonably attract investment, plan tourist routes, and create scenic spots with regional characteristics [6]. The Yimeng Mountain Area has many tourism resources, including historical relics, used books and tools, beautiful views, etc., which are all of extremely important value. However, due to lack of protection and insufficient awareness of the people, many relics and items are destroyed, so it is important to raise the

awareness of urban and rural residents about the importance of tourism. The people must protect tourism resources, recognize that tourism is a powerful starting point and path to achieve rural revitalization, and recognize that tourism is an important way to improve residents' living standards and social and economic benefits.

5.2 Raise Funds and Increase Publicity Efforts

The development and maintenance of tourism resources, and the organization and management of tourism services all require funds as an important guarantee. At present, the economic development level of the Yimeng Mountain Area is not in the leading position in Shandong Province, and lack of funds is very common. If you want to develop tourism well, you must raise funds reasonably and increase investment attraction. At the same time, in the Internet era, we need to make good use of self-media to do publicity work, and use WeChat, Douyin and other platforms to tell red stories well to attract tourists and obtain more financial support [7]. In addition, during the development process of scenic spots, we must adhere to the principle of adapting measures to local conditions, reasonably avoid risks, and avoid development interruptions, resulting in losses of human and financial resources.

5.3 Deeply Explore the Cultural and History Connotation of the Scenic Spots

The explanation of historical stories should not be superficial, but should focus on historical and cultural research. Local municipal governments and history research departments should form special teams to carry out theoretical research to provide strong historical data and theoretical support for the creation of Scenic Area Commentary. In addition, it is important to continue providing educational excursions for primary and secondary school students that are tailor-made and suitable for their age [6]. Besides, it is necessary to avoid homogeneity when designing cultural and creative products. It is important to not sell wholesale products, so that the products that can be purchased in this scenic spot cannot be purchased nationwide [7].

5.4 Strengthen the Construction of Talent

Team and Improve Management Level

The Yimeng Mountain Area needs to strengthen its talent introduction and training mechanism. It can be improved by introducing a group of talents who understand history and culture and can explain it and cultivate a large number of comprehensive talents with professional knowledge in tourism management. First, it is necessary to improve the talent hiring mechanism and comprehensively examine the qualifications, professionalism and business level of talents. Secondly, it is necessary to strengthen the training and education of employees [8]. Onboarding training and on-the-job training for employees are essential. In addition, regular feedback on their management level and business capabilities is needed to help employees improve their business skills. Thirdly, an effective incentive mechanism should be established to reward and carry out outstanding performance of talents.

6. Conclusion

This paper analyses the current situation, existing problems, and reasons of the high-quality development path of tourism in the Yimeng Mountain Area. In order to develop tourist industry in the Yimeng Mountain Area, the government and all the residents in the Yimeng Mountain Area should realize the importance of developing tourism and protect the cultural relic. Besides, it is important to use new technology to promote the Yimeng Mountain Area and raise more fund to develop the scenic spots, and to hire excellent management team to provide services to customers.

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