

Study on Qianshan Scenic Spot Planning of Tourism Festivals

Qi Zhang, Linfeng Li and Lu Cui

Tourism Management Major, University of Science and Technology Liaoning, China

Abstract: With the increasing development of tourism, tourism festivals held in accordance with local characteristics of the major scenic spots are also increasing. But the problems at this stage of the tourism industry has restricted the development of tourism festivals, resulting in the tourism festivals is difficult to get a more prominent benefit, hard durable long-lasting development of tourism industry. The qianshan scenic spot has the corresponding traveling festival to celebrate the activity every year; however, it also can obtain further benefits from this aspect. This study from tourism festival activities planning aspects to consider further upon the planning system of the scenic spot of tourism festival activities and puts forward suggestions to its tourism festival activities to achieve greater benefits of development countermeasures.

Keywords: Countermeasure, problem, qianshan scenic spot, tourism festival

INTRODUCTION

Tourism festival in qianshan scenic spot development present situation analysis: Qianshan, known as product Green Mountain, also known as the thousand mountains, thousands of Huashan, thousand lotus flower mountains, located in the central part of Liaoning province, east longitude 123.4° and 40° north latitude, stands to the North of Liaodong Peninsula, 17 km southeast of motherland Steel City Anshan, total area is 125 km², Beijing-Shenyang highway, Shenyang-Dalian highway, Harbin-Dalian highway and Beijing-Shenyang railway all pass here. Qianshan line pulse of Changbai mountain, East of the Yalv River, West Jin Liao River, Southeast view Yellow Sea mist, Southwest glow cloud in the Bohai Sea and has a unique geographical location and natural conditions, since ancient times has the fine reputation on of "The first famous mountains in Guandong, the natural Maitreya sanctum and the holy land of Taoism in the northeast of China". Qianshan from Shenandoah national park, giant Buddha scenic spot, sky out of sky scenery, scenery and Bird Park and the top five areas and has attractions over more than 400. With Pleasant sceneries of the four seasons around the whole year: spring flowers diffuse over valley, white and smell sweetly; streams trickling in summer, thousands of green mountains and blue lakes change various; red leaves are spread everywhere in the mountains in autumn, such as a flame of fire and rosy clouds of burning; winter is cold, emptying of whitewater, north country scene. Its heavy historical religious culture and the magic of beautiful natural scenery, room of the holy land since ancient times has been attracting visitors since ancient times. Cheng (2006) study the integrated operation of tourist

attractions in China. Shen (2004) analyze the tourism enterprise groups operating mode. Ding (2003) give a analysis of the tourist enterprise group development trend. Huang (2008) shows the tourism festival planning and marketing research. Alan (2010) study the activities planned raiders. Liu (2011) study the planning and management of leisure activities.

In this study, we consider further upon the planning system of the scenic spot of tourism festival activities from tourism festival activities planning aspects and puts forward suggestions to its tourism festival activities to achieve greater benefits of development countermeasures.

RESULTS AND DISCUSSION

Advantages of tourism festival in qianshan scenic spot development: Tourism has become more and more prosperous industry in recent years, Anshan government and local residents has paid much attention to the advocacy of qianshan scenic spot, qianshan scenic spot tourism festival attracts large numbers of tourists to come, which rapid development thanks to its own conditions:

- **Geographic location:** Qianshan is located in Liaoning Central, relies on Liaodong Peninsula of opening city Anshan, location moderate, in Liaodong Peninsula opening regional, connection to Dalian for frontier, to Yingkou and Jinzhou and Dandong for wings, to Shenyang for hinterland of central city group of strategically located, North by Jilin province and Heilongjiang province and to the south is Beijing, Hebei and Tianjin, which has

broad of economic hinterland, which also has economically developed surrounding areas and has broad tourist source market.

- **Culture tourism resources:** Qianshan religious culture has a long history, is a Buddhist and Taoist rites of the two religions. As early as 1400 years ago during the Northern Wei Dynasty, qianshan, there are traces of Buddhist, Sui and Tang dynasty Temple, Liao and Jin has developed into a famous Buddhist scenic spot that has influenced Liao left. Qianshan has a lot of historical relics, not only includes the barracks site about Tang dynasty emperor of Li Shimin and Ambassador XueLi to clear the way for the Emperor, but also leave the footprint of the Qing dynasty emperor Kangxi and Emperor Qianlong to travel and poetry. Cross River northeast of genius wangerlie, has been studying in qianshan Longquan Temple during one period, still retained his study.
- **Rich local products of materials:** Qianshan owns more than a hundred years old million lines; all kinds of animal to more than 60 species, more than 10 kinds of fruit, a kind of pear, perfume pear and nanguo pear.
- **Traffic conditions:** Transport network improvement, Beijing-Shenyang, Shenyang-Dalian, Harbin-Dalian high speed have been built, after the Beijing-Shenyang railway, domestic production grew up rail, Haicheng-Xiuyan railways, Shen-da Expressway, Expressway and Anshan Beijing, Foshan and Huizhou to the air route and opened train line from Anshan direct to Beijing.
- **Natural tourism resources:** Qianshan within of scenic many, you can tour qianshan first peak-fairy Taiwan altitude 708.3 m, in here "tours Sunrise and views clouds and insight Lotus and heard the sounds of pines"; climbing is spread with of "log does not Shang five Buddha, see not thousand King" of five Buddha top to throughout thousand King; linger heaven days scenic, enjoy "Heaven" of great mountains and formations and ancient temple, more can visits days Cheng Mile Buddha, prayer well-being and so on.
- **Government policy:** In the "Twelve-Five" intends to invest billions of dollars in tourism in Anshan city during development, construction of mass tourism project of qianshan film base and strive to build tourist city.

Problems of tourism festival in qianshan scenic spot development: Qianshan scenic spot due to their special condition itself, its development advantage is quite obvious; however, everything is a combination of opposites and rapid development in qianshan scenic spot tourism festivals also face numerous problems:

- First, the system is not perfect and lack of service consciousness and leavened dough. Don't sell tickets, sell only through ticket; through ticket does not "pass" all, garden within garden strongly charge the toll, into the mountain have to buy tickets, up to the mountain have to buy tickets, down the mountain still have to buy tickets and visitors need to pay in order to take pictures; road odd insurance without rail; visitors many crowded and dangerous way, area manager-free grooming.
- **Second, inadequate of marketing and promotions:** Qianshan wins many reputations such as "First Mountain in Liaodong", but its popularity is limited to the surrounding area, too low in popularity across the country, or even most people never heard of qianshan, not to mention the qianshan tourism festivals.
- **Third, the solar activity less and the lack of innovation:** Tourism is to win the characteristics of industry, creativity and innovation is the soul of tourism festivals, tourism activity to the outward expansion or internal changes can have a lasting appeal.
- **Fourth, lack of activity mode:** Only in accordance with the administrative mode, too much government intervention results in the lack of market competition mechanism, forming a "government-run" embarrassing situation.
- **Lastly, tourism activities planning shortcomings:** Not to dig the tourism resources in qianshan, tourism festivals too single, theme is not obvious and there are no out standing's own brand.

ADVICES AND SOLUTIONS

Perfect the system, regulating services which focused on enhanced affinity of scenic spot and attractions: Establishing and perfecting the qianshan scenic spot management system at the same time to do: one is to implement quality service, allow visitors to feel the warm atmosphere. Always put the tourists need as a first choice, tourist safety as a first goal, tourist satisfaction as the first pursuit. Guides the implementation of smiling service, hotel operators, such as the implementation of services, service managers implement etiquette; constantly improve our service standards of civilization. The other is outstanding personalized service, making tourists feel the humane care. Free send scenic spot for tourists and the tourist attractions tourist map; on the scenic road to the overall transformation; area public toilets by Star standards in the creation of barrier-free toilet; setting up telephone and there is someone on duty. Third, innovative public services expose visitors to a social return. Combining social benefits, the economic benefits of organic, launched on over 70 years of age, minors, persons with disabilities, servicemen and other preferential measures for the free tickets.

Do the qianshan tourism scenic outreach efforts to increase marketing and promotional efforts:

Publicity and promotion of tourist attractions is a very important job in the scenic spots to enter the operational phase of the content and links. Its success or failure is directly related to the area's economic and social issues. To this end, the many scenic managers spared no expense to expand the channels to promote and step up publicity efforts to attractions in the target market customers know, the biggest effect on the market.

To the outside of the tourist attractions is the most intuitive and efficient form of propaganda. Qianshan scenic should take measure as following:

- Highway on both sides to put anti-aircraft artillery in the tourists the main source of advertising, in large and medium-sized city bus body advertising in the subway station in the city subway advertising.
- CCTV, Liaoning TV, media and the main source of major media markets devoted to the qianshan tourism image commercials, through the stage of intensive propaganda to strengthen the overall image of the thousand hills of convey to a wide audience.
- The establishment of a thousand mountains website of online publicity, taking the advantages of the Internet to set up tourist area three-dimensional tour route propaganda and show qianshan Scenic Area.
- Participate in various tourism promotion.
- Placing advertisements in large circulation newspapers and magazines.
- Jointly with the travel agencies publicity. There are other forms of marketing campaigns, such as business cards, promotional, SMS promotion, advertising and so on.

To carry out a variety of the festival features cultural activities in the scenic:

Organizing major festivals in the scenic area, aiming for promoting tourism by festivals, is to rapidly improve the well-known effective method of attractions. Such as the Kite Festival in Weifang, Hebei Wujiao Acrobatics Festival, Zhuhai Air Show, has aroused the attention of the world, its international tourism image of the tourist areas is a good publicity. Culture is the soul of tourism festivals, cultural festivals and great potential. Opportunities need culture to lead, sometimes the culture to create. Therefore, we should organize festive activities with local characteristics in qianshan. With the solar activity expanded qianshan scenic area tourism influence to drive the development of tourism:

- Continues to highlight the organized qianshan Big Buddha Festival, establish a strong Buddha

Festival brand "the qianshan folk cultural temple fair"

- Held the annual Spring Festival, Dragon Boat Festival, Mid-Autumn Festival and other traditional festival organization, highlighting the characteristics of each festival
- In the annual Children's Day, The Double Ninth Festival, held Child Climbing Festival ", " Older fitness Festival mountaineering activities
- Continue to be organized in September and October each year qianshan harvest picking month series of activities. The healthy and rapid development qianshan scenic spot for the depth of media coverage through festivals, inviting well-known domestic news media, but can also take the section do cooperate with the media, to expand the influence of qianshan scenic boost tourism

Shift from "government-sponsored" to "government guidance", the introduction of market mechanisms:

Market economy continues to develop and improve in order to meet the requirements of market economy, tourism, festivals showing the trend of market-oriented. The government should be the service of the tourism festival to create a good social environment for the good development of the festival. Therefore, tourism festivals should be government-run festival mode change to government guidance, market operation and participation by the masses, to use market mechanisms to solve the expenditure of the festivals, to form a ready before the start of the festive events, rally Zhang potential form, continue to give consumers a sustained stimulation, to let the market to test the success of the festivals or not.

Meticulous planning, brand innovation:

Tourism festival is not a short-term activity, but a long-term business, investment in tourism products need to be carefully planned. The tourism festival planning is an innovative. The innovation is reflected by concept, form and content. The planning of tourism festivals and fixed pattern to follow, particularly need to grasp as follows:

- Seize the activity, creativity and innovation
- Determine the subject to define the good culture
- Find elements, integration of resources
- Concatenated into line, to make arrangements
- Carefully nurtured to shape the brand

Only by allowing the main distinctive, formed a popular and brand characteristics festivals bigger and not recognized by the market activity gradually fade out, qianshan scenic spot tourism festivals held to truly become the brand, ability is occupational the market.

CONCLUSION

In this study, from tourism festival activities planning aspects, we consider further upon the planning system of the scenic spot of tourism festival activities and puts forward suggestions to its tourism festival activities to achieve greater benefits of development countermeasures.

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