

Research on the Current Situation and Countermeasures of Cultural Tourism Industry Development in Hohhot

-- Based on the Strategy of "Regional Leisure Resort"

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Abstract: Based on the current situation of tourism resources in Hohhot and the strategy of establishing a "regional leisure resort", this paper puts forward solutions accordingly. By using central strategy, Hohhot gives full play to the advantages of tourism resources to form a unique city image symbol, telling a good story with tourism, and promoting the development of tourism industry.

Keywords: Regional Leisure Resort, Tourism Industry, Hohhot.

1. Introduction

In the context of rapid economic development, people have growing requirements for cultural tourism. People have become more emphasized on the cultural enjoyment instead of traditional superficial enjoyment, which is the trend to strengthen the cultural connotation publicity in tourism. In 2022, Hohhot proposed the strategy of building a "regional leisure resort", focusing on promoting the high-quality integrated development of culture and tourism industry. Nowadays, visitors still have an out-moded stereotype of Hohhot, considering it as a "grassland city". The "Zhaojun Culture", "Dayao Culture", "Zhao Temple Culture" and other historical and cultural connotations behind the tourism resources are not well publicized, lacking attractions that appeal to visitors. Therefore, it is of great significance to pay attention to telling the story of Qingcheng with tourism.

2. Introduction to Tourism Resources in Hohhot

Huhehot, commonly known as Hohhot, was formerly called Guisui, which means "green city" in Mongolian. Hohhot is a famous national historical and cultural city. As one of the birthplaces of Chinese civilization, it has a long history and rich culture. Hohhot is also a national forest city and an excellent tourist city in China, known as the "Milk City of China".

Hohhot is a famous city outside the Great Wall with a history of 400 years. It has a long history of places of interest, such as the Dayao Culture Relics of the Old Stone Age, the Great Wall of Zhao in the Warring States Period, the Great Wall of Ming Dynasty, and the General's Office in the Qing Dynasty. In the urban area, the Zhao Temple Culture is rich and unique, including Dazhao, the so-called "the most famous attractions of Zhaocheng", Xilituzhao—"Buddhist architectural model", the Wusutuzhao of "Xingwu Fanhong", etc [1]. Hohhot is surrounded by Chilechuan Grassland Landscape Cultural Tourism Belt, Yellow River Landscape Cultural Tourism Belt and other natural landscapes. By 2022, Hohhot has eleven 4A tourist attractions, fifteen 3A and 2A

tourist attractions, and its five scenic spots have been included in the national 5A scenic spot reserve.

3. Brief Introduction to the Strategy of Hohhot Regional Leisure Resort

Guided by building a scenery line of "beautiful green city and grassland city", and guided by "ecological priority and green development", the government will encourage the high-quality integration and development of Hohhot's culture and tourism industries, and build the metropolis into a "regional leisure resort".

In terms of key work of tourism, Hohhot will focus on building a north-south landscape cultural tourism belt with Chilechuan grassland and the Yellow River landscape as the core, and push forward the in-depth development of tourism industry by deep integration of culture and tourism industry.

When it comes to the key work of culture, it will strengthen the guidance of the Ulan herding cavalry team to assist the emergence of more in-depth and powerful red works. Meanwhile, it will continue carrying out the inheritance of intangible cultural heritage; continue to promote the "Hongyan Yuedu" program to create a rich atmosphere for the entire people to read. At the same time, it will step up the implementation of the infrastructure construction of public cultural services, take social forces as the starting point to enhance public cultural services, and endeavor in pragmatic way to speed up the implementation.

In the key work of cultural relics protection, it will focus on Helingeer county, deeply explore the spiritual and cultural connotation of the site, and make the dust-laden cultural heritage revitalize. At the same time, we will continue to promote the protection and construction of the sites in the surrounding counties.

Hohhot is guided by market demand and characterized by "grassland culture" + "city of nationalities", focusing on improving the comprehensive service functions of the urban area of Hohhot by five major projects, which are the improvement of distribution function, the construction of urban central leisure areas, the cultivation of new business types with national characteristics, the improvement of city

scape, and the construction of theme tour routes, to build it into a “cultural expo park of Inner Mongolia impression, a never ending cultural feast”.

4. Existing Problems of Cultural Tourism Industry

4.1. Insufficient Government Support

The government has certain limitations in the process of project financing. There are some inconsistencies in the understanding of management concepts, insufficient intervention, lack of professionalism in the planning and implementation process, and insufficient sustainability in the development of the tourism industry [2].

4.2. The Connotation of Characteristic Culture is Not Fully Displayed or Promoted

In recent years, Hohhot has always taken grassland tourism as its main tourism feature. However, its important people, historical events, local customs, etc., which are associated with the city, have not been fully publicized. Moreover, Hohhot’s culture lacks significant characteristics. Although there are many resources, few of them are extraordinary, and the contents are dispersive.

4.3. The City Image Symbol is Not Outstanding; the Tourism Publicity Effect is Not Ideal

The current tourism products of Hohhot do not have distinctive urban characteristics, and its design is relatively simple. There is a stereotype instead of forming a unique image symbol. The questionnaire shows that there is a lack of awareness of the Hohhot tourism, which attraction to the interviewees is less than 50%, and the publicity is inadequate. The feedback of visitors is not good, and the interaction on the Internet is insufficient, which makes it difficult to form a word-of-mouth effect.

4.4. Lagging Tourism Information Update

Hohhot tourism departments and relevant visitors have put too little information in official websites, Ctrip, Feizhu and other tourism websites. There is a serious problem that the information is insufficient and lagging behind. The poor flow of tourism resource information affects tourists from other countries and regions to choose Hohhot as a tourism destination, which is not conducive to the overall development of Hohhot tourism.

5. Researches on the Countermeasures of Cultural Tourism Industry Based on the Policy of Regional Leisure Resort

5.1. Adapting to Digital Development and Promoting Internet + Tourism Development

5.1.1. Promoting the Development of Smart Tourism

It is necessary to build Hohhot smart tourism system, launch relevant application softwares or rely on the third-party platforms like WeChat to form Hohhot smart tourism resource information platform, realize timely release of Hohhot tourism resource information, and launch featured

“Qingcheng Story +” tourism routes based on the core of “Qingcheng Story”.

5.1.2. Building a Featured Product Platform to Promote the Unique Qingcheng Flavor

The collision of nomadic and agricultural civilization, the change of life style and population migration have formed a rich food culture system in Hohhot. Based on the diversified diet system, it will strengthen the distinctive image of Qingcheng with “story + food”, form a platform for combining science and technology to help agriculture and targeted poverty alleviation, launch such products as Wuchuan oat noodles, Qingshuihe fragrant rice, and Shaomai (steamed dumplings with the dough gathered at the top), and promote culture while exporting products, and deepen the connotation of products with culture.

5.2. Expanding Marketing Channels and Strengthening Publicity

5.2.1. Metro Marketing

Hohhot needs to utilize its existing subway resources, strengthen the linkage with the stations along the subway, innovate and launch the “Qingcheng” special train, add Qingcheng elements, put Qingcheng stories, highlight the style of Qingcheng, and form a unique cultural symbol.

5.2.2. Crossover Marketing

It is recommended to seek cooperation with cross-border enterprises, using their brand’s super influence to design Hohhot’s iconic elements in their product packaging and related sales promotion, so as to achieve the goal of win-win cooperation.

5.2.3. IP Marketing

It is essential to deeply excavate the IP image with Qingcheng elements that can represent the culture of Hohhot, combine the symbols of local representation and national culture, create a virtual image using high-tech AR technology, produce related peripheral products, and create a complete industrial chain.

5.2.4. New Media Marketing

The government should seize the opportunity of the times, take advantage of the characteristics of short videos as “short and quick”, expand the scope of communication, increase influence, carry out live broadcast activities with local characteristics, promote local featured products, boost the creation of a new image of “Internet celebrity city”, and increase the versatility of Hohhot.

5.3. Complying with National Policies and Deeply Excavating Regional Cultural Connotation

5.3.1. Complying with the National Policy Support and Further Promoting the Integrated Development of Culture and Tourism

The government should respond actively to the national policies on local cultural tourism resources, transform resource advantages into economic advantages, strengthen the integration of tourism and culture, and orderly develop and build characteristic regional tourist attractions. It should clarify the relationship between tourism and various departments as soon as possible, integrate tourism resources, and build a new mechanism for effective tourism management.

5.3.2. Tapping the Regional Cultural Connotation Deeply and Positioning the Tourism Image Accurately

Tapping the connotation of regional culture deeply is needed, so as to give full play to its inheritance role, tell the “Qingcheng story” by characteristic tourism, and make the “Qingcheng story” become the driving force for the development of tourism in Hohhot, and strive to create a shining business card of “Qingcheng story” [3].

5.4. Strengthening the Linkage of Regional Resources and Perfecting Infrastructure Construction

5.4.1. Perfecting Infrastructure Construction

Hohhot should pay attention to the planning and design of infrastructure related to scenic spots, enhance the interaction between tourists and nature, adhere to the concept of sustainable development, actively facilitate the construction of tourism information infrastructure, improve the construction of communication infrastructure in crowded places, and expand the coverage of 5G network [4].

5.4.2. Strengthening the Linkage of Regional Resources and Promoting the Integrated Development of Regional Tourism

It is required to adhere to regional tourism integration, promote on the co-construction among scenic spots, and achieve the effects of “1 + 1 > 2”. By the cooperation among scenic spots, tourism routes and product images can be co-constructed, Hohhot will establish a more influential tourism brand, attract tourists, accelerate the optimal allocation of resources, and stimulate the tourism economy to drive the comprehensive development of social economy.

5.5. Strengthening the Construction of Talents and Improving the Quality of Tourism Service

Talents are the first resource. Cultivating a group of high-quality and compound tourism service personnel is a must, to

provide intellectual support for the development of cultural tourism industry, increase capital investment, attach importance to the training of existing talents, assess the talents in various forms, improve their business capabilities gradually, and pool their wisdom to enrich the composition of think tanks, so as to improve the tourism service level [5].

5.6. Attaching Importance to Cultural Tourism Market Research

The cultural tourism market is in a time of dynamic change. To grasp the constantly changing demand of the cultural tourism market accurately and understand the requirements of visitors deeply, Hohhot needs to extend the coverage of research, increase research channels and types, draw corresponding data and conclusions from it, make timely adjustments according to the research results, conduct in-depth analysis, seize the market opportunity, and develop marketable cultural tourism products.

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