

The Tourism Development Factors of Zhaoqing Yanzhou Island are Measured by the Nominal Cluster Method

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Abstract: Zhaoqing Yanzhou Island is the largest island in the middle of the river in Guangdong province, with profound cultural deposits and rich rural tourism resources. In recent years, with the support of the rural revitalization strategy, the rural tourism industry has become one of the business cards of Zhaoqing cultural tourism. This paper collected relevant research data from social media and related literature, used the nominal cluster method to measure the internal and external factors affecting the tourism development of Zhaoqing Yanzhou Island, and used the SWOT matrix for data analysis to get the corresponding development strategy.

Keywords: Yanzhou Island Zhaoqing, Nominal Cluster Method, SWOT Analysis.

1. Introduction

The implementation of the rural revitalization strategy is a major decision and plan made at the 19th National Congress of the Communist Party of China, a major historical task in comprehensively building a modern socialist country, and a major focus of the work concerning agriculture, rural areas and farmers in the new era. Rural tourism, as an important means to promote the development of the tertiary industry, has a strong practical significance to improve the level of agricultural economy and accelerate the process of new rural construction. As an important component of tourism and an important force in implementing the rural revitalization strategy, rural tourism plays an important role in accelerating agricultural and rural modernization, integrating urban and rural development, and consolidating the achievements of poverty alleviation [1]. Rural tourism in the modern sense began to appear in the 1980s of the last century with the promotion of the reform of the rural economic system, rapidly spread throughout the country, and the scale continues to expand [2]. Rural tourism is a special tourism activity with urban residents as the main market and agricultural cultural landscape, agricultural ecological environment, agricultural production activities, farmers' daily living environment and rural folk customs as resources. It integrates viewing, participation, leisure, vacation, rest and recuperation, investigation, study, science popularization, food, entertainment, shopping and other contents in one[3]. From the perspective of ecological civilization, scholar Yan Xu (2021) proposed that the development of rural tourism should make full use of local resource endowment and develop distinctive rural tourism industry guided by ecological civilization. Zhu Ming and Cao Shan put forward that under the background of the new era, we should open up a high-quality development road suitable for China's national conditions of rural tourism, firmly grasp the development opportunity of improving the quality and efficiency of China's rural tourism, and keep abreast of the pulse of The Times [4].

Zhaoqing is one of the origins of Lingnan culture, with rich local customs. The local environment is beautiful and the

climate is pleasant. Local rural tourism resources are rich and distinctive, with great potential for development. In recent years, with the rapid development of rural tourism, Zhaoqing Tourism Bureau, in order to highlight the characteristics of Lingnan ancient village, customs and culture, green agriculture and so on, combine agricultural industrialization and specialization with tourism, excavate local folk culture, and integrate with rural logistics, ecological environment and so on, to form a multi-coordinated development layout. Yanzhou Island is a typical case of rural tourism development in Zhaoqing. Yanzhou Island is located in the south of Dinghu Mountain, Zhaoqing City, with a total area of about 6 square kilometers. It is the largest island in the middle of the river in Guangdong Province, less than 100 kilometers away from the downtown of Guangzhou. According to legend, it was named "Yanzhou" because of the legend of Bao Zheng "throwing Yanzhou into the island". Yanzhou Island is an alluvial sandbank with distinct four seasons, hot and rainy in summer and warm and humid in winter. Fertile land on the island, flowers and trees evergreen. The main crops are kudu, banana, kohlrabi, sugarcane, peanut, Gordon uryale, corn and so on.

The island currently has a permanent population of about 1000 people and a registered population of more than 3000, with four large natural villages and 28 surnames. Yanzhou Island has accumulated a strong humanistic color for thousands of years. There are still many buildings with a long history on the island, such as Bao Gong Building, which has experienced hundreds of years of wind and rain, Chen Ancestral Hall, Li Gang Jia old-style school, Zhi Qing Building and other buildings, among which Li Gang Jia old-style is the former residence of Chen Huanzhang, the first doctor in China.

In recent years, Yanzhou Island has been developed into a large-scale resort with comprehensive cultural and tourism services, which can be used for leisure vacation, living health, farming experience and other activities. The island has developed recreational activities such as go-karts, crazy ATVs, bumper cars, and archery by using its sandy beaches and grass resources. It also offers activities such as barbecues, bonfires, and camping, which are popular among young people, as well as low-altitude flying programs with unique

tourist experiences such as high-quality and expensive hydrogen balloons, low-altitude airplanes, and gliders. The development of rural tourism in Yanzhou Island has attracted some scholars to pay attention to the development of rural tourism in Yanzhou Island. For example, Hu Yajuan (2013) proposed the idea of new rural construction with tourism as the focus, that is, based on the local tourism resources of Yanzhou Island, carried out reforms in agriculture and social security system, let villagers participate in the investment and management of tourist destinations, guided by the construction of new rural areas, so as to promote the all-round development of rural areas [5]. In addition, scholars such as Zhong Guoqing put forward ideas and planning schemes for the development of B&Bs on Yanzhou Island in view of the existing problems in the development of Yanzhou Island, the current market demand, the rich cultural and natural resources of Yanzhou Island and the local superior geographical conditions [6]. In combination with the current situation of Yanzhou Island and related research findings, the tourism development of Yanzhou Island has serious homogeneity, insufficient funds, rural hollowing out, talent shortage, imperfect infrastructure, low visibility and problems and difficulties. It is necessary to help Yanzhou Island to clarify the internal and external factors of its development, formulate more scientific strategic measures, and better promote the tourism development of Yanzhou Island.

2. Research Methods

Nominal Group Technique is used in this paper to collect data and make judgment and selection based on the nominal group technique made by a group of people with different abilities, knowledge and skills. The advantage of the nominal cluster method is that it enables members to think independently and hold formal meetings, and reduces the complexity of the Delphi method [7]. This study uses 4P theory and PEST theory respectively to find out the internal

and external factors affecting the tourism development of Yanzhou Island. In the process of using the nominal group method, first of all, an informal discussion group should be set up with senior tourism industry personnel, tourism research experts and scholars, as well as higher tourism talent educators. Then, each member should write down the factors affecting the tourism development of Yanzhou Island and submit his or her own ideas to the group. Then all the members of the group take turns explaining their ideas to the other members of the group, and an outside person takes down all the members' ideas. After the ideas of all members were explained, the group members exchanged and discussed all the ideas proposed. Finally, the internal and external factors were measured by the nominal group method. At the end of the measurement, a trusted strategy management tool is needed to translate the acquired data into a scientific strategy. This study adopts SWOT matrix combination matching to match the internal factors (strengths and weaknesses) and external factors (opportunities and threats) that affect the tourism development of Yanzhou Island into four quadrangles of strengthening and strengthening -- superior opportunities, weakening and strengthening -- inferior opportunities, strengthening and weakening -- inferior opportunities, and more specific strategic measures.

3. Data Analysis

Strategy is the method and means to solve the development of things, and strategy determination is often a complicated process. The sorting and analysis of internal and external factors of things need to adopt scientific diagnostic means and methods, and promote the collocation of external factors and internal capabilities. Therefore, this study can effectively measure the factors affecting the tourism development of Yanzhou Island through the nominal group method, and provide real and credible research data for the formulation of strategies.

Table 1. Opportunity matrix of external factors affecting Yanzhou Island tourism development External factors

(O=opportunity)	Average perceived likelihood of success	Average perceived attractiveness	Perceived importance score mean
O1-Rural tourism has a vast market	8	8	64
O2-Complete the building of a moderately prosperous society	7.67	7.67	58.82
O3-Zhaoqing has great support for tourism	6.83	7.17	48.97
O4-Background of Rural Revitalization Strategy	6.67	7.33	48.89
O5-Regional advantages and transportation are increasingly developed	6.5	6.33	41.14
O6-The Guangdong-Hong Kong-Macao Greater Bay Area is a huge source of tourists	7.33	5.17	37.89
O7-A combination of strategic opportunities	7.17	4.5	32.26
O8-The development of new types of agriculture	5.83	5.33	31.07
T1-Zhaoqing's industrial infrastructure is relatively weak	7.5	-5.67	-42.52
T2-The overall tourism facilities are not perfect	7.83	-5.17	-40.48
T3-The integration of agriculture and tourism development is not deep	7.67	-5.17	-39.65
T4-The pandemic has hit tourism	6.17	-5.83	-35.97
T5-Labor and human resources are in tight supply	5.5	-5.83	-32.06
T6-Rural tourism consumption is low	6	-5.17	-31.02

Note: O= opportunity, T= threat

3.1. Measurement of Yanzhou Island tourism development external factors

External factors affecting the tourism development of Yanzhou Island can be found by combining the nominal cluster method and PEST theory (namely, the four aspects of society, technology, economy and politics), among which the external factors promoting its development are called opportunities, while those hindering its development are called threats. The perceived probability of occurrence of external factors is expressed on a scale of 0 to 10. Similarly, the perceived degree of influence of external factors is expressed as +10 to -10(+10 is the most favorable external opportunity, +1 is the least favorable external opportunity, -1 is the least unfavorable external threat, and -10 is the most unfavorable external threat). All measurement data will be obtained through the group members to fill in the questionnaire and score the form. The perceived occurrence probability is multiplied by the perceived influence degree to obtain the score of each external factor (Table 1), in which the perceived importance score of positive value represents favorable, and the perceived importance score of negative

value represents unfavorable. After group discussion, it was decided to delete the items whose absolute value of perceived importance score was lower than 30.

3.2. Measuring the internal factors of Yanzhou Island tourism development

The application of nominal group method can tease out the internal factors affecting the tourism development of Zhaoqing Yanzhou Island in four aspects: product, price, channel and promotion (namely the 4P theory). The discussion group used a Likert scale to scale the perceived importance and perceived performance of the internal factors affecting the tourism development of Zhaoqing Yanzhou Island on a scale of 1 to 10. The group members rated the above two aspects by filling in a questionnaire. Factors with good perceived performance are classified as strengths, whereas factors with poor perceived performance are classified as weaknesses (Table 2). An internal factor score above 5.5 is considered a strength, while a score below 5.5 is considered a weakness.

Table 2. Internal advantages and disadvantages of Zhaoqing Yanzhou Island tourism development

Zhaoqing Yanzhou Island tourism development of the key internal factors	Average perceived importance score	Average perceived performance level score
S1-Local infrastructure has improved	7.5	7.5
S2-The environment and comprehensive competitiveness of Yan Chau Island	7.33	6.67
S3-It is rich in history and culture	7	6.67
S4-It has a large number of century-old trees	5.17	6.17
S5-Abundant beach grass resources	7	6
S6-Surrounded by rivers, rich in water resources	6.17	5.83
S7-Featured agricultural products are more abundant	6.67	5.83
S8-It still retains the scenery of the south of the river	6.33	5.67
S9-Earlier to get tourism development	6.17	5.5
W10-The overnight visitor rate is not high	8.33	5.33
W9-Tourism resources development is seriously homogenized	6.17	5.17
W8-Tourism product marketing is insufficient	7.67	5.17
W7-Lack of visibility and influence	7.67	5.17
W6-There is a shortage of professional management talent	8.17	4.83
W5-The local hollowing is obvious	7.83	4.83
W4-Tourism product development level is not high	6.83	4.67
W3-Brand awareness is weak, lack of standardized construction	8.83	4.67
W2-The old buildings are in disrepair and badly damaged	5.33	4.67
W1-The emergence of new architecture	5.17	4.67

Note: S= advantage, W= disadvantage

4. Conclusion

The advantages (S), disadvantages (W), opportunities (O) and challenges (T) of internal and external factors affecting the tourism development of Zhaoqing Yanzhou Island are

analyzed, and scientific and reasonable suggestions are obtained through SWOT matrix matching analysis, as shown in Table 3.

Table 3. SWOT matrix analysis of tourism development of Yanzhou Island in Zhaoqing

<p>SWOT matrix analysis</p>	<p>Strength (S) S1-Local infrastructure has improved S2-The environment and comprehensive competitiveness of Yan Chau Island S3-It is rich in history and culture S4-It has a large number of century-old trees S5-Abundant beach grass resources S6-Surrounded by rivers, rich in water resources S7-Featured agricultural products are more abundant S8-It still retains the scenery of the south of the river S9-Earlier to get tourism development</p>	<p>Weakness (w) W1-The emergence of new architecture W2-The old buildings are in disrepair and badly damaged W3-Brand awareness is weak, lack of standardized construction W4-Tourism product development level is not high W5-The local hollowing is obvious W6-There is a shortage of professional management talent W7-Lack of visibility and influence W8-Tourism product marketing is insufficient W9-Tourism resources development is seriously homogenized W10-The overnight visitor rate is not high</p>
<p>Opportunities (O) O1-Rural tourism has a vast market O2-Complete the building of a moderately prosperous society O3-Zhaoqing has great support for tourism O4-Background of Rural Revitalization Strategy O5-Regional advantages and transportation are increasingly developed O6-The Guangdong-Hong Kong-Macao Greater Bay Area is a huge source of tourists O7-A combination of strategic opportunities O8-The development of new types of agriculture</p>	<p>SO Strategy S1S2-O1O3O4O6 better infrastructure and environment improved funding, seize the development opportunity; S3S4S5S6S7-O103040708 advantage resources, and increase market share; S7S8-O4O8 create characteristic products, improve the quality of agricultural tourism; S1S2S9-O1O2O7 redevelopment in tourism, increase the vitality of destination.</p>	<p>WO Strategy W1W2-O2O3O4 Do a good job in the maintenance of ancient residential buildings, taking into account the needs of residents for new buildings; W3W7 - O1O4O7 build tourism brand, to adopt multi-channel propaganda scenic area; W4W9 - O1O4O7O8 more regional tourism product characteristic, the development of high quality tourism products; W6W7 - O1O5O6 provide jobs for local people, at the same time, the introduction of high-level talent; W7W9W10 - O1O5 encourage multi-type tourism resource development, improve the level of the local host.</p>
<p>Threat (T) T1-Zhaoqing's industrial infrastructure is relatively weak T2-The overall tourism facilities are not perfect T3-The integration of agriculture and tourism development is not deep T4-The pandemic has hit tourism T5-Labor and human resources are in tight supply T6-Rural tourism consumption is low</p>	<p>ST Strategy S1S2-T1T2 continue to improve infrastructure and enrich local industry types; S6S7 - T3T6 push farmers brigade fusion, development of marketable products; S3S4S5S8S9 - T4T5 strengthen tourism crisis management, in collaboration with local colleges and universities cultivate professional talents.</p>	<p>WT Strategy W1W2-T2 for scientific island planning; W3W7 - T6 attaches great importance to the brand effect, the standard brand construction; W5W6 - T5 encourage villagers to participate in tourism development, the introduction of professional management team; W10 - T4T6 to carry out the tourism integrated marketing, increase the tourist attraction.</p>

SO quadrant is to combine the positive factors of advantages and opportunities to strengthen the positive impact of tourism development of Zhaoqing Yanzhou Island. The matching of S1S2 and O1O3O4O6 shows that the rural tourism market has a good prospect, many opportunities, broad market, and strong policy support. Therefore, we should seize the current development opportunities and increase the capital investment for the improvement of infrastructure and environment in Zhaoqing Yanzhou Island, so as to enhance the comprehensive competitiveness of the local tourism industry. Through matching S3S4S5S6S7 with O103040708, we know that Yanzhou Island is very rich in

natural and cultural resources, coupled with policy support, broad market, the background of rural revitalization, overlapping opportunities and the development of new agriculture, these unique advantages, we should seize the opportunity to occupy a certain market share. According to the matching of S7S8 and O4O8, Yanzhou Island has fertile soil, good development of characteristic agriculture, and still retains a good style of Jiangnan water town on the island. Such a distinctive island should create distinctive and high-quality tourism products, so as to make contributions to the tourism development of Zhaoqing. According to the matching of S1S2S9 and O1O2O7, the infrastructure and environment

of tourist destination have a great impact on tourist experience. In recent years, the implementation of rural revitalization strategy has promoted the development of rural tourism. Therefore, to create a dynamic and high-quality Yanzhou Island must carry out tourism redevelopment, to provide tourists with better quality rural tourism products.

WO quadrant is to match disadvantage with opportunity, minimize disadvantage and grasp the current development opportunity. Through the matching of W1W2 and O2O3O4, it is known that the contradiction between ancient buildings and new buildings is a common problem in the development of rural tourism. Therefore, to protect ancient buildings and build new buildings to meet the residents' life, it is necessary to develop measures to protect ancient buildings and local residents' housing construction requirements. Through the matching of W3W7 and O1O4O7, the tourism brand is the external image of a tourism area, the image represents the tourism area set service level, tourism product characteristics, tourism security, tourism product attraction, tourism destination visibility and other aspects in one of the overall tourism quality. Under the background of broad rural tourism market, rural revitalization and opportunity superposition, we should increase the emphasis on brand construction and publicity funds and efforts, so as to improve the visibility and influence of Zhaoqing Yanzhou Island scenic spot. According to the matching between W4W9 and O1O4O7O8, the universality of resources and the homogeneity of development will reduce the tourism attraction and consumption times of tourists. It is necessary to make use of the opportunities of rural revitalization, vast market, overlapping opportunities and new agriculture to enhance the characteristics and quality of tourism products. According to the matching of W6W7 and O1O5O6, the phenomenon of rural hollowing affects the development of rural tourism, and the introduction of professional talents is closely related to the management level of scenic spots. Therefore, only when the tourism development is carried out, the interests of residents should be taken into account, and jobs should be provided for them and the income of local residents can talents be attracted to help the tourism development of Yanzhou Island. By matching W7W9W10 with O1O5, we know that the problems of homogeneity of resource development, low overnight rate and low popularity will affect the long-term interests of tourism development of Zhaoqing Yanzhou Island. Therefore, we should take advantage of the opportunity of vigorously implementing rural revitalization at present to encourage the development of multi-type tourism resources and improve the development level of local tourism industry.

The ST quadrant is about playing to strengths and reducing threats. According to the matching of S1S2 and T1T2, the development of industries influences each other. Tourism is a cross-cutting industry, and tourism facilities in particular have a great impact on tourist destinations. Therefore, it is necessary to enhance the comprehensive competitiveness of local infrastructure and environment, enrich local industry types and continue to improve infrastructure. Through the matching of S6S7 and T3T6, it is known that facing the threat of low integration of local agriculture and tourism and low rural tourism consumption, Yanzhou Island should make use of its own characteristic resource advantages and combine with the current market demand to promote the deep integration of agriculture and tourism, create marketable products, and improve the popularity and influence of Zhaoqing Yanzhou Island as a tourist destination. Through

matching S3S4S5S8S9 with T4T5, we can know that although Yanzhou Island is rich in natural and cultural resources and has distinctive characteristics, the development of rural tourism has been hindered to a certain extent due to the impact of the epidemic and the lack of human resources support. Therefore, it is necessary to strengthen crisis management and the training of professional talents.

WT quadrant is the combination and matching of weaknesses and threats, aiming to weaken the negative impact and make up for the weaknesses that have an impact on the tourism development of Zhaoqing Yanzhou Island. According to the matching of W1W2 and T2, space planning is crucial to the development of the scenic spot and the lives of local residents, among which the protection and coordination of buildings is the most important part, which also involves the construction of tourism superstructure. Therefore, in order to maintain the ecological function of Zhaoqing Yanzhou Island, the long-term development of tourism and the protection of residents' living space, It is necessary to carry out scientific planning for Yanzhou Island, so as to make the scenic spot develop sustainably and healthily, and the living environment of residents become better because of the development of tourism. Through the matching of W3W7 and T6, we know that the image of tourist destination is the psychological carrier of tourism brand, and the process of brand construction is the process of establishing image and improving local popularity. Inyanzhou Island lacks brand awareness and standardized construction, so it is necessary to attach importance to the role of brand and standardize the construction of brand, so as to expand the influence and popularity of the tourism brand of Inyanzhou Island. Through the matching of W5W6 and T5, it is known that the development of rural tourism can be more scientific and standardized under the management of professionals by strengthening the training of professional managers of rural tourism and taking into account the interests of local residents. At the same time, the villagers should be involved to provide them with jobs and take care of their interests. According to the matching between W10 and T4T6, the key to solve the problems of low overnight tourist rate, epidemic impact and low tourism consumption is to retain guests and improve tourism consumption. It is suggested to carry out integrated marketing with other scenic spots to improve the overall attraction of Zhaoqing destination and increase the total consumption of tourists in the tourist destination.

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