

## **Study on Development Countermeasures of GuangWuShan Tourist Area based on PEST Analysis**

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*Abstract: To promote the diversification, popularization and diversification of tourism in GuanWuShan, promote the development of tourism economy in Bazhong region. By PEST method based on macro environmental analysis, the problems existing in the process of development of GuanWuShan tourism area was analyzed in detail in this study, starting with six major factors: Political, Economic, Sociological, Technological, Legal and Environmental. Afterwards, based on these problems, the corresponding solutions were put forward. The development countermeasures presented in this study can provide a useful reference for the future development and management of GuanWuShan tourist area, and can effectively promote the development of the human geographical environment in Bazhong city.*

*Keywords: GuanWuShan, PEST Analysis method, Human Geographic Environment, Countermeasure Research.*

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### **1. INTRODUCTION**

Guangwushan tour region is located in the northern part of Sichuan Basin and on the southern slope of Micang Mountain in Daba Mountains, which is located in the south of the Qinling-Huaihe River's North demarcation line. The eastern of it is near Dazhou city, the western part is near Guangyuan city, and the southern part is near Nanchong Scenic Area. It is 130km away from Bazhong City and 50km away from Hanzhong City, Shaanxi Province. Geographical coordinates range from 32°31'12" to 32°44'29" in the north latitude and 106°38'50" to 107°05'56" in the East longitude, covering an area of about 420 km<sup>2</sup>. Meanwhile, it is a typical mountain area around the basin. The mountain range originates from the southern slope of the junction of the western Daba Mountains and the Micang Mountains. Furthermore, there are 36 main mountain ranges entering the basin, and the terrain is high in the north and low in the south, inclining from north to south [1].

To study the problems existing in the development of Guangwu Mountain, this study discussed its macro-environment from the perspective of Human geography. Human geography is a

discipline that explores the geographical distribution, diffusion and change of various human phenomena, as well as the formation and development of the regional structure of human social activities [2]. It is one of the two main branches of geography. As an important research direction of human geography, tourism geography has developed rapidly in recent ten years towards diversification of disciplines and innovation of research methods [3-4].

The main reasons for these phenomena are as follows: the relationship between the internal structure and the external space of tourism industry has been quite complex so far, and the problems it faces are no longer what a single category of experts can solve. That is to say, when solving a tourism problem or developing a tourism area, economists, geographers, managers and other experts are often required to consult and discuss, and then come up with corresponding countermeasures.

Therefore, in order to study the problems existing in the development of Guangwushan tourist area, the macro-environment of Guangwushan tourist area is analyzed by PEST analysis method commonly used in management, and the corresponding strategies are given. PEST analysis is a basic analysis method in management, and it is an effective method for strategic consultants to help enterprises review their external environment. The object of analysis is usually the macro environmental factors of enterprises. According to their own characteristics and business needs, different industries and enterprises will have different specific contents of analysis, but usually from the political factor, economic factor, social factor, technological factor, these four aspects should be analyzed [5]. In order to study the development countermeasures of Guangwu Mountain, based on the PEST method, the advantages and disadvantages of its external environment are analyzed in detail from the above four points. It provides a useful reference for the future development of Guangwushan tourist area.

## **2. THE MACRO-ENVIRONMENT ANALYSIS OF GUANGWU MOUNTAIN TOUR REGION**

### **2.1 Political factor**

#### **2.1.1 The government attaches great importance to the development of tourism**

With the continuous development of economy, the central government pays more and more attention to the growth of tourism economy. It is proposed that tourism and poverty alleviation should be combined to build a number of key scenic spots in the central and Western regions. For example, in 2018, the State Council issued the Guiding Opinions on Promoting the Development of Tourism in the Whole Region, and made plans to accelerate the transformation and upgrading of tourism industry, improve quality and efficiency, comprehensively optimize the environment for tourism development, and take a new path of tourism in the whole region. In the same year, the State Tourism Administration issued the Circular on the Determination of the Fourth National Pilot Units for Tourism Standardization, which confirmed that Bazhong City was successfully selected. Meanwhile, in the fourth batch of National Tourism Standardization pilot projects, Bazhong is the only city in Sichuan in this batch of cities on the list.

2.1.2 The development of local tourism industry is vigorously promoted by local governments. Sichuan and Bazhong municipalities have put forward many strategic plans to promote the development of local tourism according to their actual conditions. In 2016, the Sichuan Tourism Development Committee issued the Special Plan for Poverty Alleviation through Tourism in the 13th Five-Year Plan of Sichuan Province, which involves 20 cities and counties, 139 counties and 279,000 poor people, among which Bazhong is listed. In 2017, the Bazhong Municipal Government issued the Bazhong Municipal People's Government. The Circular of incentive measures for promoting tourism development in Zhongshi promotes the construction of national tourism demonstration zones and well-known domestic tourism destinations, and promotes the development of tourism with "10 measures".

In addition, the local government has strengthened the construction and management of existing scenic spots, including Guangwu Mountain, Noshui River, Kungshan, Enyang Ancient Town and other scenic spots. Establish a number of national-level eco-tourism demonstration zones and tourist resorts, actively apply for Guangwu Mountain as a national 5A-level tourist attraction, and strive to develop and build characteristic leisure tourism products.

## **2.2 Economic factor**

Economic environment is the most directly perceived environmental factor. As the result, this study analyzed the economic environment from the following three aspects: total economic analysis, disposable income analysis and price level analysis.

During the 13th Five-Year Plan period, China's economy continued to develop, people's living standards continued to improve, and the tertiary industry developed rapidly. According to the authoritative data of the State Tourism Administration, in the first half of 2018, the demand for national tourism consumption was strong, the growth of domestic tourism was stable, the inbound tourism market declined steadily, and the outbound tourism market developed steadily. What's more, the number of domestic tourists was 2.826 billion, an increase of 11.4% over the same period last year. Among them, 1.997 billion urban residents, an increase of 13.7%, and 829 million rural residents, an increase of 6.3%. Domestic tourism revenue was 2.45 trillion yuan, an increase of 12.5% over the same period last year. Among them, urban residents spent 1.95 trillion yuan, an increase of 13.7%, while rural residents spent 0.50 trillion yuan, an increase of 8.3%. The total number of inbound and outbound tourism is 141 million, an increase of 6.9% over the same period of last year, as shown in Fig .1 [6].

On the other hand, the price level in China has maintained a balance, thus enhancing the confidence of residents in consumption. At the same time, in June 2018, the National Development and Reform Commission issued the Guidelines on Improving the Formation Mechanism of Ticket Prices in State-owned Scenic Spots and Reducing the Ticket Prices in State-owned Scenic Spots, which confirmed that China will reduce the Ticket Prices in State-owned Scenic Spots in two steps. Moreover, the price of other tourist services such as transportation within the scenic spot shall not be increased while the price is reduced. It further

promotes people's desire for tourism consumption and promotes the development of tourism economy in state-owned scenic spots.

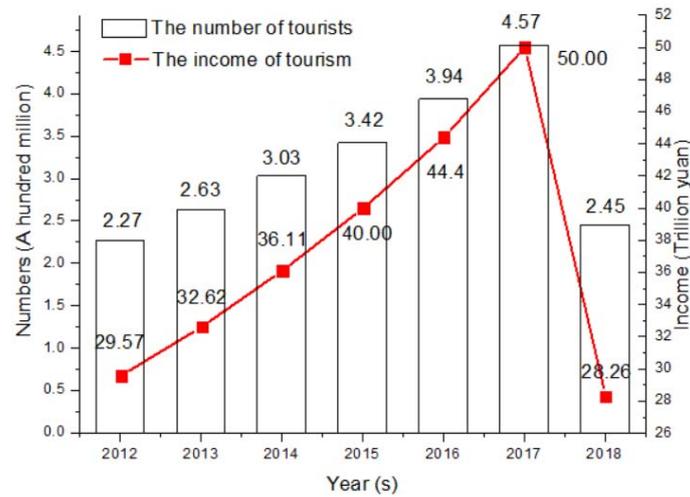


Fig 1. Tourism Development during the 13th Five-Year Plan

### 2.3 Sociological factor

Since the Reform and Opening-up, China's tourism industry has experienced four stages: start, growth, expansion and comprehensive development. It has achieved a historic leap from a country with a shortage of tourism to a big tourism country, and laid a market pattern with the national mass tourism consumption as the main body and the coordinated development of domestic and international tourism.

From the perspective of tourism revenue and tourist reception, the total number of domestic tourists reached 5.501 billion in 2015, an increase of 12.8% over the previous year, an increase of 15.9% in domestic tourism revenue of 4.57 trillion yuan, and an increase of 0.8% in the number of inbound tourists of 139.48 million. International tourism revenue was US\$123.4 billion, an increase of 2.9%, and the number of domestic residents leaving the country was 135.51 million, an increase of 7.0%. Total tourism revenue was 5.40 trillion yuan, up 15.1%, as shown in Fig. 2. With the continuous advancement of building a well-off society in an all-round way, tourism has become an important part of the people's daily life. China's tourism industry has entered the era of mass tourism [7].

On the other hand, as one of the important poverty alleviation areas in China, Bazhong City has a backward economic foundation and is one of the important poverty alleviation areas in Western China. As of 2015, the city still has a bottom of 135,700 poor households. The poverty-stricken population mainly concentrated in rural areas. According to the thorough investigation and arrangement of 699 poverty-stricken villages in the city by the local government, 204 villages have the basis of tourism development as the key object of development [8].

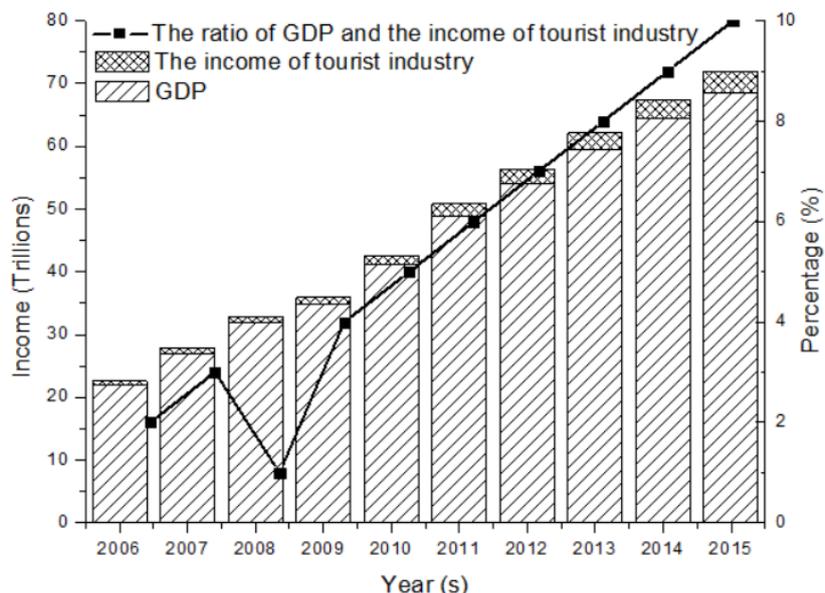


Fig 2. The changes in Tourist Income and Tourist Reception from 2006 to 2015

#### 2.4 Technological factor

With the progress of science and information technology, Internet information technology has been widely popularized, and has become one of the important basic tools of modern life, which has completely changed the way of human life. With the combination of modern mobile communication and internet, the rapid application of mobile intelligent terminal, mobile Internet presents blowout development. According to the data of China's Internet Information Center, as of June 30, 2018, there were over 800 million Internet users and 527 million mobile Internet users in China. Through smart mobile terminals such as mobile phones and personal computers, business activities and services are transferred to mobile terminal platforms, revolutionizing people's way of life. Using intelligent terminal to carry out network marketing for tourism provides convenience for people's travel services and creates new opportunities for tourism development. At the same time, under the Internet technology, tourism products and price services are more transparent, tourists can compare prices and services on the Internet, and the competition in the tourism industry is more intense [9].

On the other hand, with the continuous improvement of technological level, transportation has developed: by the end of 2017, the operating mileage of National Railways has reached 127,000 kilometers, of which 25,000 kilometers are high-speed rail, accounting for 66.3% of the world's total high-speed rail. The electrification rate and double-track rate of Railways rank first and second in the world respectively. The National Development and Reform Commission's "Thirteenth Five-Year Plan for Railway Development" put forward that by 2020, the operating mileage of national railways will reach 150,000 kilometers, of which 30,000 kilometers are high-speed railways, and the double-track rate and electrification rate will reach about 60% and 70% respectively [10]. Based on the construction of the "four vertical and four horizontal" main framework, the high-speed railway has been expanded into a network. The

national railway network basically covers more than 200,000 cities with permanent population in urban areas, and the high-speed railway network covers more than 80% of large cities [11].

### **3. PROBLEMS AND DEVELOPMENT COUNTERMEASURES OF GUANGWU MOUNTAIN TOURISM**

According to the macro-analysis of the above four aspects, it can be seen that Guangwu Mountain has the advantages of rich tourism resources, strong support from special funds, the increase of people's income to stimulate the growth of the number of tourists and the development of science and technology to facilitate propaganda in the political, economic, social and technological environment. But there are undeniably the following problems:

#### **3.1 Low market awareness, fierce competition and poor traffic environment**

From the perspective of social environment, people's acceptance of new tourist areas will not be realized immediately, and it needs to go through a certain process. Guangwushan Scenic Spot, located in the economically backward area, has yet to improve its market popularity and is not well accepted by tourists in the domestic tourism market. Especially in the western part of China, where tourism resources are relatively abundant, there are similar tourist areas to Guangwu Mountain scenic spot, such as Emei Mountain, Longtou Mountain and Qingcheng Mountain in Chengdu. The market competition is very fierce.

On the other hand, Guangwushan Scenic Spot is located in the mountain area, the development of highway traffic is backward, and there is a lack of Expressway to the scenic spot. Tourists from Hanzhong, Chengdu, Guangyuan, Chongqing and other directions into the scenic spot need to first reach the Nanjiang River and then drive 50 kilometers of the first-class highway. In the aspect of railway transportation, the rapid railway is still in the stage of construction planning. In addition, the existing road conditions in the scenic area are not suitable for more than 19 tourist buses [9-10].

From the perspective of solving the market popularity problem, it is necessary for Guangwushan Scenic Spot to actively carry out tourism marketing activities, expand its popularity and attract domestic and foreign tourists. Actively participate in government-sponsored tourism promotion conferences or exhibitions to attract tourists from all parts of the country and expand the visibility of Guangwu Mountain scenic spots at home and abroad.

From the point of view of improving traffic environment, scenic spots need to strengthen investment attraction, absorb social capital investment, and accumulate strength for the construction of scenic spots. At the same time, local governments should vigorously promote the good environment for tourism development, strive for financial and policy support, expand the infrastructure of scenic spots, and improve the level of tourist reception.

#### **3.2 The strength of network propaganda is low**

From the point of view of technology and environment, under the background of "Internet Plus", the official website of light fog mountain includes 9 modules: tourism information, tourism resources, Gaestgiveriet Hotel, special shopping, tourism culture, tourist Gallery,

travel agency, tourist interaction and scenic map. But the information of scenic spot website is not perfect and the management is not perfect. Causes the website plate content to be absent, the information renewal is not timely, has not played the website due role well.

Therefore, to deal with this problem, the scenic spot website should first be improved. Use text, pictures, videos, audio and other forms to show tourists the information of scenic spots, enrich the content of the introduction of scenic spots, enhance the attractiveness of scenic spots, and let tourists have a more comprehensive understanding of the scenic spots, convenient for tourists to make travel plans. Secondly, pay attention to the visual effect of the website, increase novelty and attract tourists'attention. Attention should be paid to the application of the interactive plate of tourists. The feedback information of tourists is an important source of information for the promotion of scenic spots.

### **3.3 The single tourism product**

From the perspective of tourism economy, Guangwu Mountain Scenic Area has held the "China - Sichuan Guangwu Mountain Red Leaf Festival" every autumn since 2002, and has held 14 sessions in 2016. The business income of scenic spots relies entirely on ticket sales, with a single product structure, no deep tapping of its own resources, adjusting product structure and increasing tourism products with high consumption level. Although the winter ice and Snow Festival is vigorously promoted this year, there is still a big gap between its popularity and the number of tourists and the Red Leaf Festival. Scenic spots urgently need to develop more abundant tourism products to attract tourists to stay here longer and increase the number of tours.

## **4. CONCLUSION**

To study the problems existing in Guangwushan Scenic Spot and give suggestions for its future development. Based on the external analysis method of PEST, this paper makes a detailed analysis of the external macro environment of Guangwushan at this stage. Based on this analysis, it is found that Guangwu Mountain has the advantages of abundant tourism resources, strong support from special funds, increasing people's income, stimulating the growth of the number of tourists and facilitating propaganda for the development of science and technology. But there are also some problems, such as low market awareness, traffic congestion, low network propaganda and single tourism products. Based on these problems, this paper gives some suggestions on actively carrying out tourism marketing activities, striving for social investment and government support, improving scenic spot websites and strengthening the development of rich tourism products. It provides a reference for the future development of Guangwushan natural scenic spot.

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