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Development and Use of Tourism Resources in Dahengshan of Mingguang City

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Abstract Dahengshan is rich in natural, cultural and tourism resources. However, the existing conditions are not good. On the basis of existing conditions, this paper presents ideas of "development in the process of protection, promoting protection through development". The development of tourism resources in Dahengshan should properly treat the relationship between tourism reception ability and environmental carrying capacity, understand the relationship between tourism resource protection and development, restore destroyed tourism resources, make practical tourism plan, cultivate management personnel, improve service level, increase development investment, expand investment and financing channels, energetically develop tourism series products, increase propaganda, raise popularity, and strengthen regional tourism cooperation, finally build big Mingguang tourism circle. Landscape design should focus on ecology, in the hope of ranking in the tourism system of Mingguang City.

Key words Mingguang City of Anhui Province, Dahengshan, Tourism resources, Development and use

1 Introduction

The Ninth Party Congress of Anhui Province established the objective of strong economic, cultural and ecological province, which stimulates the fashion of ecological tourism. With rich tourism resources, Dahengshan has inborn advantages of developing the tourism industry. Thus, it is highly significant to study its tourism development and use for sustainable development of Mingguang City and surrounding areas' society, economy and ecology^[1]. On the basis of studying existing conditions, characteristics and problems of tourism resources in Dahengshan, we recommending seizing the opportunity to develop ecological tourism.

2 Natural and socio-economic conditions of Dahengshan

Situated in the northeastern area of Anhui Province and the northern side of the watershed of Yangtze River and Huaihe River, Mingguang City (117°49'E to 118°25'E, 32°26'N to 33°13'N) has the transition climate of subtropical zone to temperate zone, four distinct seasons, abundant rainfall and pleasant climate. The city is 57.6 km wide from east to west, and 84.3 km long from south to north. Dahengshan is located in the south of Mingguang City, high in northwest and low in southeast. Covering an area of 15 km², it has flourishing vegetation, so it is reputed as natural oxygen bank, as shown in the following map.

Dahengshan is situated in Mingnan Sub-district of Mingguang City. Mingnan Sub-district has 12 administrative villages, 134 natural villages (including 1 Hui people village), 4 221 households, 17 897 villagers, of whom 17 646 are agricultural population and 1 500 Hui people. It covers an area of 83.06 km². In the

sub-district, there is 1 000 hm² state-owned forest and mountain and 2 120 hm² cultivated land. In 2010, farmers' per capita income was 5 348 yuan.

3 Existing situations of tourism resources in Dahengshan

3.1 Types of tourism resources in Dahengshan In Dahengshan, there are nearly 20 scenic spots, including natural and cultural landscape. Scenic spots of Dahengshan include 4 ancient spots (Ancient Downtown, Ancient Temple, Ancient Tower, and Ancient Well) and 8 beauty spots (Eagle Mouth, Fairy Cave, Valentine Slope, Five-Finger Channel, Drill Ground, Dragon Spring, Low-lying Land, Enjoying the West Lake). Its unique "ancient, magical, tranquil, illusory and rare" characteristics appeal to visitors.

3.1.1 Natural tourism resources.

(1) **Danxia and volcano landforms**: with long geological history, it is a fine landscape for scientific investigation and visiting. Dahengshan is formed in the orogenic movement of the Quaternary Period 9–2 million years ago. With altitude of 234 meters, it has typical monadnock landform. Its southwest part is the reddish Danxia landform which is the most concentrated, typical and characteristic landform; in the southeast, it is volcano landform.

(2) **Primary natural forest**: numerous varieties of trees, picturesque area for tourists integrating into the nature. Dahengshan is the national-level wild natural ecological forest area. Most parts of the mountain are covered by wildwoods, mainly including coniferous forest (for example, black pines), and broad-leaf forest (such as *Quercus acutissima*, elm, Chinese flowering crabapple, and famous Chinese chestnut).

(3) **Wild traditional Chinese medicinal materials**: rare and precious, good products for health care. Dahengshan is rich in traditional Chinese medicinal materials. Apart from popular wild fruit

of Chinese wolfberry and wild jujube, there are also more than 20 wild medicinal materials, such as tuber of stemona, salvia miltior-

rhiza, selfheal, and tuber of pinellia.

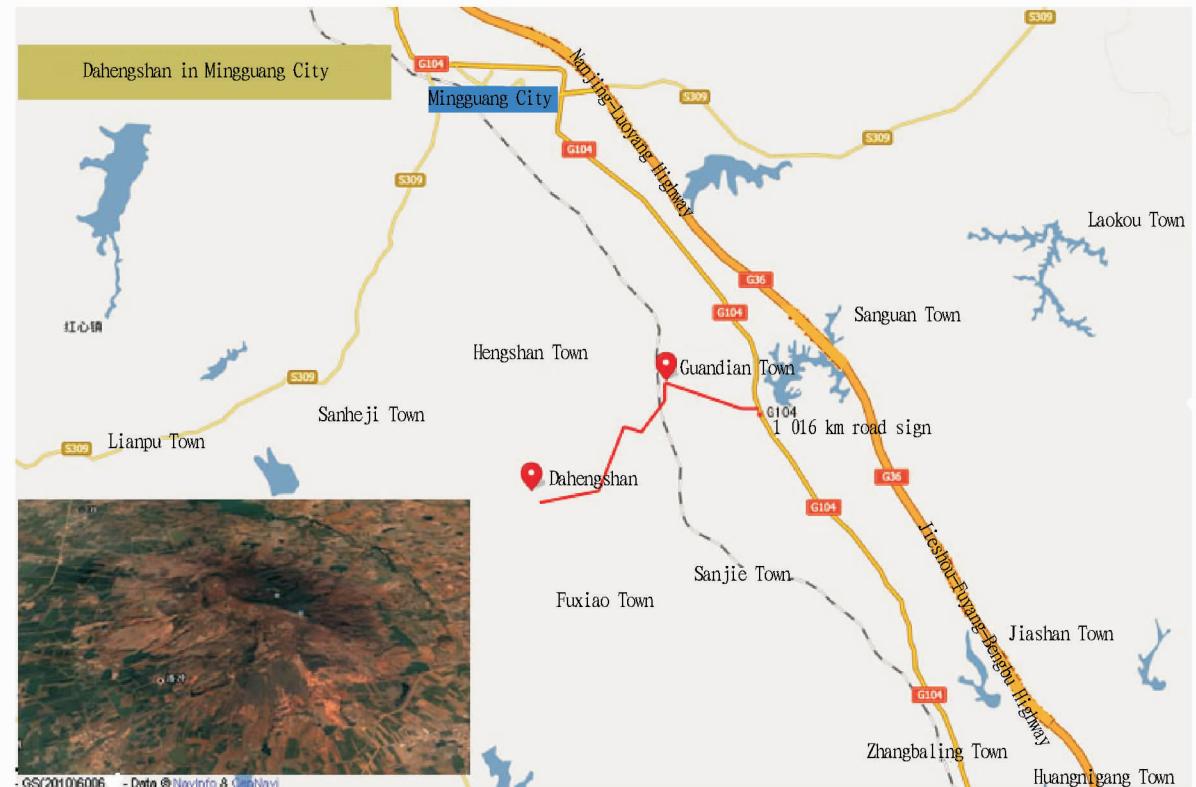


Fig. 1 Location map of Dahengshan

(4) Wild animals: cordial and lovely, excellent partners of human beings. This scenic spot is the habitat of egret, wildlife under second class protection. Besides, there are 6 varieties of small beasts and 51 varieties of birds.

(5) Natural spots: distinct characteristics attract tourists to forget return. In the northwest, there is Eagle Mouth, which gains the name because of being like the eagle's mouth in the shape, which is the superb craftsmanship of nature. Other 8 scenic spots also have unique landscape.

3.1.2 Cultural tourism resources.

(1) Drill ground of the end of Yuan Dynasty. This drill ground covers a vast area. On the spot in person, you will feel the power of ancient soldiers' drill in halberds and armors. According to textual research, in the last years of Yuan Dynasty, Zhu Yuanzhang had trained his soldiers here before attacking Nanjing.

(2) Buildings of Yuan Dynasty. In the north side of Dahengshan stands Fahua Temple, built in 1350 covering an area of 60 mu, and destroyed in the period of Anti-Japanese War. Now, it only has two pagodas, two ancient wells, and one free life pond. Pagoda of Yuan Dynasty is rare in the whole country. In Anhui Province, this pagoda is the only one. In 1986, the People's Government of Anhui Province included it into the Key Cultural Relic Unit under State Protection.

(3) Unique Hui People village. At the foot of Dahengshan, there situates a unique Hui People village, which is the only Hui

People village in Mingguang City. In this village, there is a mosque. Hui People have unique diet culture and traditional festivals and customs, such as fast-breaking festival, characteristic funerals and etiquette and custom.

3.2 Analysis of existing situations of tourism resources in Dahengshan

In recent years, driven by social and economic development of Mingguang City, Dahengshan scenic spot has accumulated certain scale and foundation, and it has made considerable achievements in spot construction, relics and environmental protection, green project and traffic improvement. However, measured by new standard that the tourism industry has become a pillar industry of national economy, there are still many drawbacks in the tourism development and use^[2].

3.2.1 Tourism resources left unused and seriously destroyed. Dahengshan has rich tourism resources, but local government and residents pay little attention to cultural and natural landscape, fail to realize the function of tourism in promoting local economic and social development. As a result, its tourism industry develops slowly. Also, most tourism resources in Dahengshan are left unused and some even destroyed. For example, a mining factory is constantly destroying Danxia landform, which is very worrying.

3.2.2 Lack of planning and investment. There is no uniform planning, and no personnel understanding operation and management in the scenic spot. In addition, insufficient investment and imperfect infrastructure lead to damage of many scenic spots due to

negligence of management.

3.2.3 Small popularity, few tourism products and low overall economic benefits. The landscape of Dahengshan is beautiful and pleasant. It not only has rich natural and cultural landscape, but also has unique Danxia landform. Thus, it is a place for recreation. However, the popularity of this scenic spot is small, because most tourists come from surrounding regions. Besides, infrastructure and supporting facilities of Dahengshan are relatively weak. It lacks comprehensive tourism enterprises integrating board and lodging, tourism and recreation. The propaganda fund is limited and promotion effort is low. What's worse, the tourism industrial structure is unreasonable in Dahengshan. Tourism products are simple; it lacks complementary items; there are few recreational items and activities available for tourists. As a result, tourists' consumption demand fails to be satisfied. In shopping, recreation and leisure aspects, it lacks characteristic tourism products, so it fails to attract tourists to stay here for a long time. Consequently, the overall economic benefit is low^[3].

4 Protection and development of tourism resources in Dahengshan

4.1 Protection of tourism resources in Dahengshan

4.1.1 Properly treating the relationship between tourism reception ability and environmental carrying capacity. In recent years, more and more tourists come to Dahengshan, which lays down higher requirement for its tourism reception ability and sets new standard for environmental carrying capacity. In this situation, it is required to increase investment and build basic service supporting facilities, to suit increasing flow of tourists. To develop the tourism, the infrastructure should be developed firstly. Government should mobilize various forces and increase construction of infrastructure, to satisfy demands of food, house, traffic, travelling, shopping and recreation of tourists^[4].

4.1.2 Correctly understanding the relationship between tourism resource protection and development. It should take the road of sustainable development under the guidance of Scientific Outlook on Development, and put in place the relationship between development and protection of tourism resources. In the process of developing tourism resources in Dahengshan, it should stick to the principle of "protection first and development second" and take the road of "development in the process of protection, promoting protection through development". Within the scenic spot, both ecological environment and cultural landscape are very vulnerable. Once destroyed, it is difficult to restore their original form. Therefore, the development of tourism resources in Dahengshan shall focus on ecological construction, protect historic and cultural relics, and practically realize "keeping gold mountain and green mountain at the same time". It is required to make developers understand green water and blue mountains and historic and cultural relics are inexhaustible precious wealth, and are major resources for getting rid of poverty and realizing moderately prosperous society in all respects^[5].

4.1.3 Restoring destroyed tourism resources. Due to lack of planning and relevant protective measures, many natural scenic spots and cultural landscape in Dahengshan are destroyed in varying degrees. Thus, the protection and development and use of tourism resources should start from restoration of resources. In combination with natural characteristics of Dahengshan, it is required to take advantage of state-of-the-art technical means to restore original form of Dahengshan, especially the Danxia landform and pagoda of Yuan Dynasty.

4.2 Development of tourism resources in Dahengshan With the aid of advantages, types and distribution of tourism resources in Dahengshan, relying on relevant plans, and taking ecological agriculture as basis, it is proposed to take scenic spots as patches, take water system, traffic and green belt as corridor, and comprehensively consider existing and future development of Dahengshan, so as to build a real scenic spot integrating local characteristics, sightseeing, recreation and culture.

4.2.1 Original ecological cultural tourism. The development of tourism resources in Dahengshan should rely on its natural and cultural resources, develop original ecological cultural tourism, and promote ecological survey project with soil quality as main contents. Besides, it is recommended to provide camping and adventure activities to satisfy various demands of citizens.

4.2.2 Farmstay recreational tourism. It is recommended to develop unique diet culture, traditional ethnic festival (such as the fast-breaking festival) of Hui People. On the basis of developing original ecological tourism of Dahengshan, it can promote farmstay recreational tourism with distinctive characteristics, to let tourists feel the ethnic customs.

4.3 Ideas for protection and development of tourism resources in Dahengshan

4.3.1 Making practical tourism plan. Dahengshan government should make uniform and practical tourism plan, keep original style, give prominence to characteristics of Dahengshan, and avoid damaging original form of the scenic spot due to external factors.

4.3.2 Cultivating management personnel and improving service level. The success of tourism depends largely on personnel. It is recommended to establish scenic spot management organization, cultivate high quality tourism management personnel, and focus on spiritual civilization construction, education and training of personnel, to provide whole-hearted services for tourists and provide personnel guarantee for development of tourism in Dahengshan.

4.3.3 Increasing development investment and expanding investment and financing channels. Local government should include the development of tourism industry into the agenda, incorporate tourism investment into the annual fiscal budget, and allocate special funds for tourism development. In addition, it should strengthen efforts for inviting outsider investment and expand investment and financing channels from many aspects. On the condition of not damaging tourism resources and in line with the principle of "the investors being responsible for development and the

protectors being benefited", we encourage government, enterprises and individuals to invest and develop the tourism industry in the form of joint venture, cooperation or shareholding system, to speed up development of the scenic spot^[4].

4.3.4 Energetically developing tourism series products. (1) It can develop tourism souvenirs and local products. Rich medicinal materials and biological resources of Dahengshan can be made into local characteristic souvenirs and local products to attract tourists.

(2) It is better to develop original ecological sightseeing products. Dahengshan is basically not developed, so most parts can be kept original. For example, it can develop a "4 ancient spots - 8 beauty spots - Danxia landform" travelling route, to make tourists appreciate unique original ecological beauty of Dahengshan.

(3) It is recommended to develop farmstay tourism products. Specifically, it can launch characteristic tourism of Hui People, to let tourists feel ethnic customs and culture.

4.3.5 Strengthening propaganda to raise popularity. It is proposed to strengthen propaganda of ecological tourism of Dahengshan with the aid of newspaper, radio, television and network, to raise popularity of the scenic spot^[5].

4.3.6 Strengthening regional tourism cooperation to build big Mingguang tourism circle. Regional tourism cooperation is reallocation and recombination of tourism resources in the range of certain regions by economic entities on the basis of certain regulations, agreements and contracts, to obtain maximum economic, social and ecological benefits^[6]. Mingguang City has long history and civilization. Apart from Dahengshan scenic spot, there are a lot of ancient cultural relics, such as Niaobutan relic of Ming Dynasty, Fushanyan relic of the Southern Dynasties, Zhaoxincheng relic of Song Dynasty, and Birth Place of Zhu Yuanzhang, etc. Dahengshan scenic spot is very close to these historic cultural relics. Therefore, to develop and take full advantage of precious

tourism resources in depth, Dahengshan should combine local characteristics, strengthen regional cooperation with other tourism scenic spots of Mingguang City, make proper traveling routes, realize resource sharing, information sharing, and mutual benefit, to build big Mingguang tourism circle, and form the open and combined tourism market zone.

5 Conclusions

Dahengshan of Mingguang City is rich in tourism resources, beautiful natural landscape and long history, rare and precious animal and plant resources, and unique landform, as well as cultural relics. Thus, the development of tourism resources should stick to the principle of "protection first and development second". In addition, it is required to develop in accordance with actual local conditions, and make proper planning within the limits of its own resources.

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