

Analysis on the Path of Transformation and Upgrading of Anhui 4A Tourist Attractions

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Abstract: With the continuous improvement of domestic and foreign market and economic development, and the continuous improvement of people's living standards, the quality of tourist attractions is increasingly valued, and the transformation and upgrading of scenic spots is essential. Based on the 4A scenic spots in Anhui Province as the main research subject, this paper studies the existing 4A tourist spots in Anhui province. Using the PEST analysis method and the SWOT analysis method, the transformation and upgrading of scenic spots are deeply and clearly analyzed. Help Anhui 4A tourist attractions continue to develop healthily.

1 Introduction

1.1 Research Background

On the social level, the rapid economic development at home and abroad, the significant improvement of residents' living conditions and consumption levels, and the continuous improvement of tourists' requirements for tourism quality have promoted the pace of transformation and upgrading of the tourism market. In recent years, China's tourism industry has shown that consumers are increasingly keen on natural scenery characteristics and historical and cultural precipitation⁰, while tourist attractions choose to copy and paste tourism projects in order to maximize their own interests, which leads to a serious homogenization of tourism products. With the improvement of people's living standards, traditional tourist attractions have been unable to meet the needs of tourists, so the transformation and upgrading of scenic spots is an inevitable choice for their development.

4A scenic spots in Anhui A scenic spots have a large proportion and high visibility. Taking 4A scenic spots as the research object and providing them with the path of transformation and upgrading will greatly promote the development of Anhui tourism.

1.2 Research Basis

There are two main research themes on tourism transformation and upgrading abroad. The first direction is to study the main factors that affect the transformation and upgrading of tourism, such as objective factors such as the policies of the National Tourism Administration, the geographical location of scenic spots, and the characteristics of scenic spots. The second direction is the research on the components of tourism transformation and upgrading, including multi-dimensional and multi-angle discussions on tourism projects, tourism services and tourism models⁰. Spain is the first country to introduce tourism transformation and upgrading into practice. The Spanish government establishes the core brand of tourism projects, makes Spanish tourism projects refined and high-end, increases publicity, enhances the influence of tourism, and successfully transforms and upgrades⁰. Char-lee McLennana⁰ et al. summarized the relationship among economic, social and environmental indicators of scenic area transformation, and proposed three major stages of transformation. Stephenson⁰ provided a critical assessment of Dubai's approach to tourism development, concluding that culture plays an important role in the process of tourism transformation and upgrading. Wright Sarah⁰ et al. believe that meaningful travel experiences can enable tourists to have transformative learning, and many tourist attractions have expressed their willingness to provide opportunities for such learning. Jessica Mei Pung⁰ et al propose that tourism transformation is facilitated by contextual stimuli that discourage tourists, leading to reflection and integration of new knowledge, skills and beliefs, which ultimately enhance the tourist's existential authenticity. Increase cross-cultural understanding and environmental awareness among visitors and may have an impact on long-term behavior.

Guo Laixi is the earliest scholar who studies tourism as a system in China⁰. In the 21st century, there are more and more researches on tourism transformation and upgrading in China, but they mainly focus on rural tourism. Lin Xiuzhi⁰ Taking rural tourism in Fujian Province as an example, this paper discusses it from four aspects: product research and development, marketing, government help and team building, providing new ideas for improving the competitiveness of rural tourism in Fujian Province. Qin Jianxiong⁰ puts forward the plan of rural tourism transformation and upgrading through studying the main functional areas and studying the combination characteristics and spatial structure of tourism resources. Luo Yongchang⁰ proposed six major paths for the transformation and upgrading of ethnic villages to provide an effective way for the healthy development of scenic spots. Kong Ting⁰ et al. studied and analyzed the transformation and upgrading of Qingjiang Tianlong Bay tourist resort⁰ to a characteristic rural leisure tourism area. He Chengjun⁰ et al. built the rural tourism power model by introducing the PSR model. This paper puts forward the path of its transformation and upgrading. Li Yangming⁰ proposed new development concepts based on the analysis of problems existing in the development of rural tourism, and provided new ideas for optimizing the management mode of rural tourism scenic spots.

1.3 Research Methods

1.3.1 Literature retrieval method

Literature retrieval method is a relatively old research method, which is to consult domestic and foreign literature on tourism transformation and upgrading through the Internet and books. According to the key words "transformation and upgrading of tourist attractions", this paper verifies the research progress and research direction. The academic research of domestic industry and foreign academic researchers has a certain enlightening effect on this paper, which provides a case entry point for this paper, and also lays a solid foundation for the following papers.

1.3.2 Case analysis

Case analysis is also called typical analysis. Developed by Harvard University, it was initially used as an educational method in the training of senior executives and business policy, and later became an important tool for developing competent employees in companies. It is a scientific analysis method that conducts in-depth and detailed research on typical events or things, and can be inspired from it.

2 Anhui Province 4A Scenic area Development evaluation

2.1 Development characteristics

According to the 2017 "Classification, Survey and Evaluation of Tourism Resources" standard⁰, the main tourist resources of 4A scenic spots in Anhui Province were classified.

Anhui Province now has 206 4A level scenic spots. By collecting and sorting out relevant data, the author classifies the tourism resources of all 4A scenic spots in Anhui according to the National Standard (2017). Then, according to the different categories of tourism resources owned by the existing 4A scenic spots in Anhui province, the research is carried out in different categories.

Anhui 4A Tourist attractions are mainly from the province and other provinces, and the number of inbound tourists is small. The author believes that Anhui 4A scenic area is still in the early stage of development from the perspective of employees, market, tourism resources and tourist consumption intensity, and there is a significant gap compared with developed areas.

2.1.1 Geographical distribution characteristics

(1) The distribution of scenic spots is most dense in western and southern Anhui, especially in the hills and mountains of western and southern Anhui. Located in Dabie Mountain area, western Anhui is a geographical landscape represented by Tiantanzhai, with abundant tourist resources and beautiful scenery. The tourism development in the south of Anhui was earlier, and the land and culture landscape represented by Qiyun Mountain has distinct characteristics and profound cultural deposits.

(2) The distribution density in northern Anhui is low. The north of Anhui province has the flattest terrain, mainly plain terrain. Affected by the geographical environment, it has fewer types of tourism resources than other regions. Most of them are water type scenic spots or man-made scenic spots.

2.1.2 Landscape type characteristics

(1) Water landscape is abundant. Anhui has abundant rainfall, dense river network, and rich water resources. There are three major water systems in Anhui: the Huai River, the Yangtze River and the Xin'an River. Take Lu'an City as an example, there are two major river systems, the Huai River and the Yangtze River, and seven major rivers, seven lakes and six reservoirs, such as PI River, Shihe River and Hangbu River, which greatly promote the development and construction of the local tourist attractions⁰.

(2) There are many natural landscapes. Anhui has warm climate, abundant rainfall, fertile land, suitable for the growth of a variety of plants and animals, and abundant biological resources⁰, so the biological landscape is rich; The mountains involved in Anhui 4A scenic spot include Dabie Mountain, Huangshan Mountain, Jiuhua Mountain, etc. The geological landforms are mainly karst landforms, which constitute a magnificent and strange mountain landscape; Anhui is also an

important province of tea production, especially in central Anhui and southern Anhui, there are rich varieties of tea gardens.

(3) Rich in historical and cultural resources. Anhui Province is an important birthplace of Chinese culture. As early as ancient times, our ancestors lived and multiplied on this land and left many activity sites. In the Neolithic Age, Anhui Province was influenced by the culture of Longshan and printed pottery. During the Warring States period, the capital of Chu State was Shouxian County in Anhui Province. In the Song Dynasty, Huizhou merchants emerged, and their culture had a profound impact on the history of Anhui.

2.2 PEST-SWOT Analysis

2.2.1 PEST-SWOT Analysis theory

(1) PEST Analysis perspective

PEST analysis refers to the analysis of macro environment, P refers to politics, E refers to economy, S refers to society, T refers to technology⁰.

(2) SWOT Analysis perspective

SWOT analysis is based on the situation analysis of the internal and external competitive environment and competitive conditions of the organization. S is advantage(strengths), W is Inferior position(weaknesses), O is chance(opportunities), T refers to menace(threats)⁰.

2.3 Anhui 4A SWOT PEST Analysis

The SWOT - PEST matrix method is a strategic analysis method, which can be used to put political (P), economic (E), social (S), technical (T) and other factors affecting the development of various types of tourism into a unified framework for systematic SWOT analysis, and identify the key factors affecting the development of various types of tourist attractions. Thus, it is helpful to understand the environmental conditions of its tourism development and provide strategic decision-making for the development of local tourism⁰. SW-PESTmatrix model is shown in Table1.

Table 1. SWOT PEST Matrix model

PEST SWOT		Policy and Legal environment P	Economic environment E	Social and cultural environment S	Technical environment T
Within the in Due to the plain SW	Advantage S	SP	SE	SS	SF
	Disadvantage W	WP	WE	WS	WT
outside The ministry of article OT	Opportunity O	OP	OE	OS	OT
	Challenge T	TP	TE	TS	TT

Tourism is a meso industry, and macro and micro factors play a crucial role in its development⁰. Using the SWOT PEST analysis model, a macro-analysis can be carried out in the internal and external environment of 4A scenic spots in Anhui Province, in-depth analysis of their development status, to find existing problems, and then put forward targeted suggestions. According to the classification of tourism resources, this paper divides 4A scenic spots in Anhui province into five main categories for SWOT PEST analysis.

2.3.1 Geographical Landscape Scenic spots SWOT PEST Analysis

Geographical and cultural landscape scenic spots have broad prospects for tourism resources development, the development is strongly supported by the government, and the transportation is convenient. With the improvement of tourist consumption level, they attract more and more tourists to play with their unique natural resources. However, the development of scenic spots is short of funds, infrastructure is imperfect, and now it is in a critical period of transformation and upgrading, and the construction of smart scenic spots is steadily advancing. Relevant scenic spots should seize these opportunities and adopt reasonable and effective means to cope with the challenges brought by the tourism market environment, competitors and technological upgrading.

Based on the PEST-SWOT matrix analysis model, the geological landscape scenic spots are analyzed, as shown in Table 2.

Table 2. Landscape type scenic spots SWOT PEST Matrix analysis

SWOT PEST		Policy and Legal environment P	Economic environment E	Social and cultural environment S	Technical environment T
Within the plain SW	Advantage S	The government has issued policies to support the development of scenic spots.	1.The economic development situation of Anhui Province is good; 2. Improvement of people's consumption level	1. Rich tourism resources and broad development prospects	1. Convenient transportation; 2.The construction of smart scenic spots is progressing steadily
	Disadvantage W	1.No clear implementation plan is proposed; 2.Lack of scientific and rational planning	1.Fewer profitable projects; 2. Limited government investment funds	1. Management talent shortage; 2. Low quality of tourism practitioners	1.The supporting infrastructure is not perfect; 2.Inadequate security facilities; 3.The degree of information technology is not high.

Outside The ministry of article OT	Opportunity O	<p>1. Anhui Province vigorously promotes ecological tourism and sightseeing. Anhui issued the "14th Five-Year Plan Tourism" pointing out that it should vigorously develop the core products of mountain tourism; Anhui attaches great importance to the development of geographical and cultural landscape and increases its policy support</p>	<p>1.The economic status of scenic spots has been continuously enhanced; 2. Massive injection of social funds</p>	<p>1.Anhui tourism has entered a critical period of transformation and upgrading; 2. The idea that clear water and green mountains are gold and silver mountains is deeply rooted in people's hearts.</p>	<p>Anhui Province actively promotes the construction of smart scenic spots</p>
	Challenge T	<p>1. Inadequate regulatory policy; 2.Imperfect policy</p>	<p>1.The tourism market environment is becoming increasingly complex;</p>	<p>1. Internal competition is fierce, and the difference of resource types is small; 2.To accelerate the development of tourism resources</p>	<p>1. The innovation impetus of scenic spots needs to be improved, and the technological update is slow; 2.Scenic spots pay too much attention to resource development and neglect resource protection</p>

2.3.2 Water Landscape Scenic spots SWOT PEST analysis

Water landscape scenic spots are rich in tourism resources. With the change of people's consumption concept, the tourism attraction of scenic spots is getting stronger and stronger. However, the application of high-tech in scenic spots is not extensive, and the human cost is high in

the operation process and there are big security risks. The proposal of the "Plan" points out the direction for the development of the scenic spot, and the development of the future scenic spot should actively respond to the impact of force majeure such as seasonal climate and extend the time for the scenic spot to play.

Based on the PEST-SWOT matrix analysis model, water landscape scenic spots are analyzed, as shown in Table 3.

Table 3. Water landscape type scenic spots SWOT PEST Matrix analysis

SWOT PEST		Policy and Legal environment P	Economic environment E	Social and cultural environment S	Technical environment T
Within the in Due to the plain SW	Advantage S	<ol style="list-style-type: none"> Promulgation of "14th Five-Year Plan" Tourism Plan of Anhui Province; Anhui strengthens support for water tourism; The government attaches great importance to the protection of water landscape 	<ol style="list-style-type: none"> Water resources are rich and diverse; Great potential for resource development 	<ol style="list-style-type: none"> It can be transformed into a popular and healthy tourist attraction 	<ol style="list-style-type: none"> Construction of security monitoring network in scenic spots; Environmentally friendly equipment put into use
	Disadvantage W	<ol style="list-style-type: none"> No detailed implementation plan is proposed; Lack of innovation in planning 	<ol style="list-style-type: none"> Investment in development and construction is too high; High maintenance and protection costs 	<ol style="list-style-type: none"> Management talent shortage; Low quality of practitioners 	<ol style="list-style-type: none"> The informatization of scenic spots is low; Less investment in science and technology, large labor cost
Outside The ministry of article OT	Opportunity O	<ol style="list-style-type: none"> Anhui Province actively promotes the "Wanjiang Golden 	<ol style="list-style-type: none"> Obvious value-added of tertiary industry in Anhui Province 	<ol style="list-style-type: none"> The environmental awareness of tourists is enhanced, and the difficulty 	<ol style="list-style-type: none"> Anhui Province strongly supports the development of high and new

		Waterway Tour", "Three mountains and three rivers" tour, "Jade Belt Huaihe River Style tour" and other boutique tourism projects		of scenic spot management is reduced. 2. Anhui Province strongly supports the development of water landscape	technology and its application in scenic spots. 2. Successful Research and development of underwater vehicles
	Challenge T	1. Little supervision; 2. Laws and regulations are not perfect.	1. Overcoming the influence of climate and seasonal conditions on the development time of scenic spots	1. The daily maintenance of scenic spots faces challenges; 2. Difficult to develop	1. Slow technological update; 2. High cost of technology development

2.3.3 Biological Landscape Scenic spots SWOT PEST analysis

Biological landscape scenic spots are rich in tourism industry and functional enhancement, but many scenic spots lack cultural connotation and imperfect supporting facilities; The government greatly supports the characteristic industries, which provides opportunities for the development of scenic spots, but the development cost of scenic spots is high, and tourists' cultural identity is not high.

Based on the PEST-SWOT matrix analysis model, biological landscape scenic spots are analyzed, as shown in Table 4.

Table 4. Biological landscape type scenic spots SWOT PEST Matrix analysis

SWOT PEST		Policy and Legal environment P	Economic environment E	Social and cultural environment S	Technical environment T
Within the in Due to the plain SW	Advantage S	1. The scenic spot promotes ecological protection policy 2. The scenic spot promotes the implementation of the policy guarantee	1. There are many tourism industries that can be developed. 2. Abundant tourism resources	1. In line with the tourist concept of modern society; 2. Has good scientific and educational significance	1. Scenic spots actively promote tourism technology innovation

		system			
	Disadvantage W	1. No complete and detailed planning policy presented	1. Single tourism product and low level of development 2. A complete tourism industry chain has not been built	1. Lack of unique cultural connotation 2. The tourist attraction is not strong	1. The scenic spot has high technical requirements, involves a wide range of professional and technical fields, and is difficult to develop.
Outside The ministry of article OT	Opportunity O	1. The government should increase support for industries with distinctive advantages. 2. The promulgation of the "Plan" has guided the direction of its development; 3. Scientific and technological revolution injects new momentum into the development of scenic spots	1. The economic status of Anhui Province has been continuously enhanced. 2. The tertiary industry is developing well	Family tourism consumption shows normal development;	1. Biotechnology contributes to the development of scenic spots; 2. New media helps the promotion of scenic spots
	Challenge T	1. The scenic spot lacks corresponding supervision mechanism	1. High investment cost in the early stage of development. 2. The late operation and maintenance cost of	1. It is necessary to obtain the cultural identity of tourists to the scenic spot; 2. Develop unique cultural	1. Entertainment priority, single form of experience

			scenic spot is high	connotations to attract more repeat customers	
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2.3.4 Site Landscape SWOT PEST Analysis

With the extensive application of relic restoration and restoration technology, the tourism resources of the scenic spots have been well protected, but the relevant talents are still extremely scarce and the profitability is poor. The government's financial support for the scenic spot increases, and the tourist attraction of the scenic spot is increasing, but the scenic spot lacks innovation and is difficult to maintain.

Based on the PEST-SWOT matrix analysis model, the analysis of relic landscape scenic spots is made, as shown in Table 5.

Table 5. Site landscape type scenic spots SWOT PEST Matrix analysis

SWOT PEST		Policy and Legal environment P	Economic environment E	Social and cultural environment S	Technical environment T
Within the in Due to the plain SW	Advantage S	1. The Plan proposes to integrate Anhui regional red resources, highlight different themes, and create four different red tourism areas	1. Strong economic strength, fresh regional characteristics; 2. Rich cultural heritage in the scenic spot	1. Taking advantage of cultural promotion and spiritual inheritance	1. Unprecedented development of restoration techniques for historical sites
	Disadvantage W	1. Poor implementation of the system	1. Poor profitability	1. Lack of talents for site restoration and maintenance; 2. Lack of management talent	1. The scenic area planning technology is not mature enough.
Outside The ministry of article OT	Opportunity O	1. The government provides support and assistance for the development of	1. Increased financial support for scenic spots	1. More and more attention is paid to history and culture. 2. Full	1. The technology of preservation and restoration of historical sites has been vigorously

		scenic spots		utilization of tourism resources	developed
	Challenge T	1. Imperfect laws and regulations	1. Large funds required for conservation and restoration	1. Weak innovation ability	1. The protection of scenic spots is difficult and requires large technical requirements.

2.3.5 Architecture and facilities Landscape scenic spotsSWOT PEST analysis

Architecture and facility scenic spots, science and technology are widely used, the scenic spots show the perfect integration of science and technology and culture, but the lack of professional talents, poor policy implementation; The government and society have increased their support, tourists' consumption concepts have changed, and the development prospects of scenic spots are broad, but the supervision of scenic spots is insufficient and standardized management is lacking.

Based on the PEST-SWOT matrix analysis model, the architectural and facility landscape scenic spots are analyzed, as shown in Table 6.

Table 6. Types of Buildings and facilities Scenic spotsSWOT PESTMatrix analysis

SWOT PEST		Policy and Legal environment P	Economic environment E	Social and cultural environment S	Technical environment T
Within the in Due to the plain SW	Advantage S	1. The government shall increase the support for the characteristic industries in the scenic spot.	1. Economic income is rising steadily. 2. Favorable conditions for the development of tourism resources	1. Numerous cultural landscapes and strong tourist attraction	1. The construction of smart scenic spots has achieved fruitful results. 2. Wide application of technology products
	Disadvantage W	1. Lack of rational planning; 2. Imperfect policies and poor implementation	1. Infrastructure is in need of improvement; 2. Lack of funds; 3. Tourism product development is relatively backward,	1. Lack of recruitment and training of tourism talents and lack of professional tourism talents	1. Existing facilities are insufficient; 2. Insufficient tourism informatization

			lack of market perception		
Outside The ministry of article OT	Opportunity O	1. The promulgation of the "Plan" helps the transformation and development of scenic spots; 2. Government policy guidelines	1. The increase of tourists' consumption level and the adjustment of consumption structure; 2. Government and society to increase funding	1. Tourists' ideas have changed, and this type of landscape is welcomed	1. Anhui Province accelerates the construction of smart tourism scenic spots
	Challenge T	1. Imperfect laws and regulations	1. The development degree of the scenic spot is shallow. Development and construction of economic pressure	1. Greatly influenced by regional religion and consumption attitudes	1. The ability of technological innovation is not strong, and the technological reform and update are slow

3 Anhui Province 4A Scenic spot transformation and upgrading path

By classifying the tourism resources owned by the 4A scenic spots in Anhui Province and using SWOT PEST analysis, this paper studies the problems existing in the development of scenic spots. This paper considers the transformation of scenic spots in Anhui Province 4A and puts forward the basic path of transformation and upgrading.

3.1 Technology enables the construction of smart scenic spots

Recruit a professional team to conduct a comprehensive design of the tourist reception facilities (including parking lots, hotels, restaurants, etc.), tourist shopping facilities, security facilities, medical rescue facilities and other hardware facilities of the tourist attraction, introduce a remote control system, and then organize the construction team to repair and transform the old facilities in the scenic area; Promote full coverage of 5G signals to improve the speed of network operation in scenic spots; Introduce high-definition monitoring, install abnormal alarm system, maintain the safety of scenic spots; Install accident warning system to promote VR tourism and enhance immersive tourism experience.

In today's society, mobile phones have become the terminal products that people must take when traveling. Therefore, Anhui Province 4A scenic spot should put the software service center on the source of the terminal and provide more intelligent services to tourists, such as developing online apps, public accounts or small programs of scenic spots. Release relevant information about scenic

spots to consumers, so that tourists can understand the trend of scenic spots, and promote the publicity and promotion of scenic spots. At the same time, it can be linked to Ctrip, Feizhu and other tourism websites, so that tourists can recommend other information related to the scenic spot to tourists when searching for the scenic spot, and provide personalized services, so that tourists can easily solve various problems in tourism. It can also cooperate with the official tourism platform of the state to timely understand the evaluation of tourists on the scenic spot, timely feedback on the content of complaints and timely improvement of relevant problems.

3.2 Develop innovative management model

The business mode can be divided into single business mode and diversified business mode. The single business mode is in one tourism field, while the diversified business mode refers to the multiple business modes carried out by tourism enterprises in multiple tourism fields. The business scope includes product service, hotel accommodation, hotel catering, etc.⁰. If Anhui 4A tourist attractions want to occupy a place in the tourism market, they must speed up the development of diversified business models, closely focus on market demand, integrate the existing industrial chain of scenic spots, and improve the comprehensive competitiveness of scenic spots. At the same time, due to the low quality of the existing tourism industry, tourist attractions can recruit talents and help the diversified development of the business model of scenic spots. Finally, the development of scenic spots from relying on tourism resources to tourism economic complex to tourism industry gathering area will be realized.

Anhui 4A scenic spots need to promote ownership reform, strive to combine financing and management, outsourcing and self-management, improve the management system, and increase the introduction of professional talents. Promote the systematic management mode, complete the systematic management of the seven parts of the scenic spot: strategic vision setting, employee responsibility division, performance management, salary design, recruitment, training, and employee career planning, so that the scenic spot has a clear management mechanism from the basic level to the middle level and then to the top level, so as to promote the transformation and upgrading of the scenic spot toward a standardized and professional scenic spot.

3.3 Precise positioning to help build innovative scenic spots

Anhui Province is a big tourism province, and it is inevitable that the 4A scenic spots will have similar situations in terms of tourism resources. At present, many scenic spots ignore the development of characteristic tourism projects, only pay attention to short-term economic benefits, and ignore the sustainable development of scenic spots. In order to avoid the rampant homogenization of tourist attractions, each scenic spot should accurately position itself (including image positioning, strategic positioning, functional positioning, etc.), clarify the unique tourism resources owned by the scenic spot, the future development direction, and the functions of tourism resources. Combined with the tourism resources owned by the scenic spot, the establishment of characteristic tourism brands and the development of characteristic tourism projects. Choose a path that works for you.

each 4A scenic spot should carry out market segmentation, optimize and improve tourism products according to the differentiated needs of different tourist groups, so as to enrich the series and levels of tourism products; It can also combine the local characteristics and culture to develop unique regional tourism products; As the saying goes, "know yourself and know your enemy, no danger in a hundred battles", by studying the tourism products of the same type of scenic spots, eliminating the rough and learning the essence, and developing differentiated tourism products.

3.4 Culture contributes to the transformation and upgrading of scenic spots

The role of culture in the status and development of a scenic spot has been paid more and more attention, it reflects the soul of a scenic spot, and the brand image of the scenic spot is shaped on the premise of culture. The transformation and upgrading of Anhui 4A scenic spots need to deeply explore the intrinsic cultural connotation of scenic spots and extract cultural themes that are in line with the development of scenic spots. For biological landscapes, architecture and facilities, and water scenery scenic spots with shallow cultural connotations, to promote the transformation and upgrading of scenic spots, it is necessary to strengthen the deep integration of culture and tourism industry. For sites and relics landscapes with deep cultural connotations, it is necessary to trace the roots and find the cultural roots, and deeply integrate the history, celebrities, events, legends and other aspects of the scenic spots. Form a unique cultural brand. Culture is the unique tourism attraction of scenic spots. To explore the culture of scenic spots, we should base on the resources it has, highlight the cultural advantages of "unique for me", and create monopolistic tourism projects.

4 Research conclusion

(1) Using the SWOT PEST model analysis, the advantages and disadvantages as well as opportunities and challenges of each type of landscape can be clearly found. It is helpful to the transformation and upgrading of scenic spots in Anhui Province4A;

(2) landscape scenic spots are mainly ornamental tourism projects, and tourists' experience is not strong, and the road of transformation and upgrading is "a long way to go";

(3) Water landscape scenic spots have high requirements for resource protection and security facilities, and the authenticity of resources should be protected in the process of development and upgrading;

(4) relic scenic spots, which are difficult to protect and restore, have a positive impact on spiritual development and cultural inheritance;

(5) Biological landscape scenic spots, cultural integration is not high, mainly leisure experience tourism;

(6) The proportion of architectural and facility scenic spots is the highest, and the internal competition is fierce, so the pace of transformation and upgrading should be accelerated to stand out among competitors;

(7)4A Most of the scenic spots are concentrated in southern Anhui and central Anhui, and less in northern Anhui, showing uneven distribution;

(8) Science and technology is the driving force of tourism transformation and upgrading. The transformation and upgrading of scenic spots in Anhui Province4A should rely on the guidance of information technology and take the train of scientific and technological innovation. Build into a new smart scenic spot.

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