

Study on the construction of Suburban Forest Park based on SWOT analysis

—Take Taiyuan Western Hills ten thousand mu ecological park as an example

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Abstract: Wanbailin ecological park used to be a garbage mountain made of coal gangue, living and construction waste. Now it has become a suburban forest park for residents to enjoy their leisure and health. Based on the requirement of forest eco-tourism and the resources and environment of the suburban forest park, this paper makes a SWOT analysis on the present construction status of the forest park, and puts forward reasonable suggestions and countermeasures for the planning of the forest eco-park based on the results of SWOT analysis.

1. Introduction

With the growing maturity of people's consumption concept, people are becoming more and more inclined to a new healthy lifestyle. As a typical representative of pursuing health, returning to simplicity and ecological life style, eco-tourism is highly respected. Suburban Forest Park is the most common choice of eco-tourism project, Suburban Forest Park is based on the forest landscape, supplemented by artificial landscape facilities open tourism activities. With the acceleration of the urbanization process, the non-agricultural population gathers to the city and so on, which makes the urban development expand to the outer layer continuously, the original "suburb" forest park gradually evolves into the "suburb" forest park, for the residents to feel the nature, the experience life State tourism provides greater space and more convenient ways. To do a good job in the construction of forest park, we must do a systematic analysis of strengths (S), weakness (W), opportunities (O) and threats (T), so as to seize the opportunity, avoid the unfavorable factors, shape their own characteristics and improve the core competitiveness.

2. General situation of ten thousand mu ecological garden.

2.1 Geographical position.

Wanbailin West Mountain Ecological Park in Taiyuan City, Shanxi Province is located in the middle corner of the west mountain, one kilometer away from Yingze West Street in the north and the west end of Changfeng West Street in the East. The park starts from Honggou village in the north, Xiyu Coal Mine forest area in the south, Huangpo village in the East and Taoxing village in the west, with a total area of 14220 mu.

2.2 Geomorphic features.

Wanbailin ecological park in Shanxi Province is high in the West and low in the East. It is mainly composed of mountainous and hilly terrain, metamorphic rock series, sedimentary rock series and loose sediments.

2.3 Climatic conditions.

The ecological park is located in the continental climate of the north temperate zone, with distinct four seasons, sufficient sunshine and large temperature difference between day and night. The annual average temperature is 9.5 °C, - 6.4 °C in January and 23 °C in July. The average annual precipitation is 468.4mm.

2.4 Resource conditions.

The total area of the ecological park is 14000 mu, and more than 1.1 million trees of all kinds are planted. The afforestation mode of "dominated by shrubs, interspersed with trees, multi tree species configuration and mixed in blocks" is adopted. There are more than ten scenic spots to visit, two education bases, one planting area to test, one wedding photography base, 568000 m³ water storage and 3660m² water surface landscape.

3. SWOT analysis of the construction of ten thousand mu ecological garden.

In the SWOT analysis of the construction of ten thousand mu ecological park, S(Strengths) mainly refers to resource advantage, location advantage and potential advantage. W(Weakness) mainly refers to the unsound infrastructure, inadequate ideological understanding, single structure and no characteristics of the project. O(Opportunity) is mainly the favorable policies of the state and government, the demand of ecological civilization construction, and the demand preference of tourists. T (Threats) mainly refers to the contradiction between the fierce competition of regional similar resources, the diversification of market demand, the development and protection of ecological environment, economic benefits, ecological benefits and social benefits.

3.1 Strengths

3.1.1 Resource advantage.

Ten thousand mu ecological garden has rich resource superiority, the resource variety is many. The main resource advantages of the ten thousand mu ecological garden are shown in Table 1

Table 1 Main resource advantages of Ten thousand mu Ecological Park

Type of resources	Classify	Major resources
geographical conditions	geographical position	Suburban Forest Park nearest downtown area west of Taiyuan
	air quality	Carbon-releasing oxygen, the high content of negative oxygen ions and oxygen in the garden, purifying the atmospheric environment, has played a good role in protecting the ecological environment of WanBerlin district and even the whole Taiyuan city.
biotic resources	Forest landscape	Pinus tabulaeformis, Pinus tabulaeformis, Peach and Lilac trees of more than 1.1 million trees, more than 30 flowers, a total of 2 learning bases for the tree garden, a planting area for testing, to protect the diversity of plants.
	wild animal	tit, snake, pheasant, hare, etc.
human resources	human landscape	Qichun Pavilion, octagonal pavilion, central park, perfume ditch, fragrant flower pavilion," Lianyuan "clean government education base for education, tree and wood garden learning base total of 2.
	folk custom	Temple fairs, September 9th Festival, etc.
Hydrological resources	Stream and Green Lake landscape	Perfume Spring, Water pavilion reflects water pool , Circular Water Storage Lake

3.1.2 Location advantage.

Taiyuan is the capital of Shanxi Province and plays a leading role in creating a civilized city. Ten thousand mu ecological garden in Taiyuan urban area, many lines can be direct to the destination, convenient transportation.

3.1.3 Potential advantages.

The state and government attach great importance to and support the construction and development of ten thousand mu ecological park. In 2006, the construction project of Xishan ten thousand mu ecological park was launched. In the past two years, more than 50 million yuan has been invested to clear the coal yard, fill in the garbage, rebuild the available land, build the terraced fields, build fish scale pits, level the depressions, plant landscape trees and economic forests, and turn the devastation into a good place for leisure and tourism.

3.2 Weakness

There are many weakness in the construction of the ten thousand mu ecological garden, as shown in Table 2

Table 2 The weakness of Ten thousand Mu Ecological Park

Type of weakness	classify	primary coverage
Poor infrastructure	Tourist reception facilities	The ten thousand mu ecological park is free and open without tickets. The management work is not enough human and financial resources. Compared with other suburban forest parks, the service level is not high. There is no fixed catering point in the park, which leads to tourists' own food.
	infrastructure	There are few guide maps in the park and the setting is not obvious, the setting of road signs is not clear, the internal traffic is inconvenient, the distance between scenic spots is far, there is no substitute (sharing bicycles, etc.), the number of toilets is limited and far away and there is no road sign reminder, the environment in the toilet is poor and smells bad, and the garbage bin is not centralized, which has an impact on the environment in the park.
	Recreational facilities	There are few rest areas for tourists, the promenade does not highlight the forest characteristics, and there is no seat for tourists to rest.
Inadequate ideological understanding	Ideological aspects	The development and construction of Suburban Forest Park are not emphasized. The main function and characteristics of Suburban Forest Park are ignored, which does not meet the needs of urban residents and highlights its own characteristics.
Single structure and no feature of the project	Single forest-phase structure	Although there are many plants in the park, they are mainly all kinds of fruit trees, economic trees and drought resistant and adversity resistant trees, which can not meet the love of most tourists for the landscape with various seasonal changes and rich colors. This will lead to a relatively concentrated time for tourists to visit the park and a relatively limited preference for tourist attractions.
	Single type of tourism products	Mainly for sightseeing, there are no products such as ecological health preservation, country recreation, health care and recuperation, which can not arouse the interest of tourists, and it is difficult to attract more tourists from afar without its own characteristics. Forest parks and scenic spots in other counties and cities have strong substitutability for ten thousand mu ecological park, which has a great impact on its development.

3.3 Opportunity.

3.3.1 Support of favorable policies of the state and government.

In recent years, the State Council supports Shanxi to be built into a resource-based economic transformation and development demonstration area, Taiyuan to build six major forest areas and a national forest city. In recent years, Wanbailin District has seized the opportunity of Shanxi's deepening reform and transformation and development, insisted on taking "five actions" as the command, taking "four areas" as the starting point, taking the implementation of "three transformation projects" as the carrier, and the whole area is suitable for forest, barren mountain and whole area. With the goal of coverage, these policies and support have created a good development environment for the development of ten thousand mu ecological park.

3.3.2 The urgent need for the construction of ecological civilization

At the 18th National Congress of the Communist Party of China, a new concept of "beautiful China" was put forward, and the overall requirements for promoting the construction of ecological civilization were clarified. Shanxi has put forward major measures to deepen reform, transformation and development. In the process of construction and development of nature, the ecological park of ten thousand Mu has fully considered the environment's own conditions and environmental carrying capacity, and applied the solar energy and light energy complementary power generation, heating and lighting system to supply the scenic area and office needs of the whole ecological park.

3.3.3 Changes in tourism demand preferences

(Data from national statistical offices)

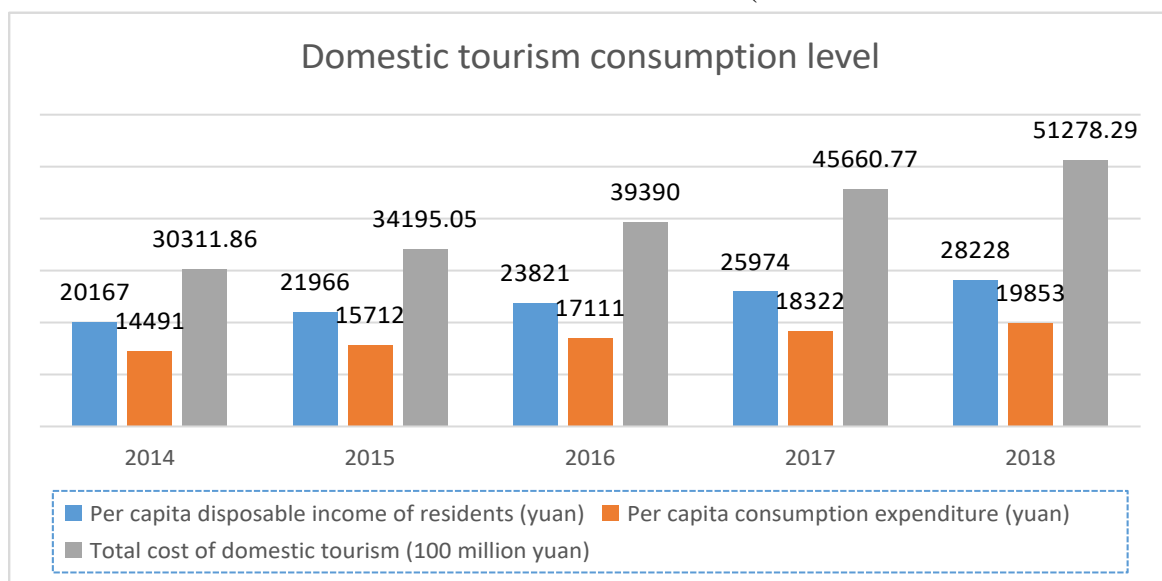


Figure 1 Domestic tourism consumption level from 2014 to 2018

From Figure 1, we can see that with the development of social economy, the increase of per capita disposable income, per capita consumption expenditure and total domestic consumption expenditure of residents leads to the vigorous development of China's tourism industry. In recent years, the rise of eco-tourism has led to the demand of tourists is no longer a simple problem of food and clothing, but the enjoyment of the spiritual world. Especially in the growing pressure of work to find a pure land, let themselves away from the city, return to nature, enjoy eco-tourism. Ten thousand mu ecological park can walk, gallop, rest, eat, pick, gather, and provide wedding photography services. In addition, 10 kilometers of asphalt main road and 8 kilometers of secondary road can be paved for cyclists to ride in mountains.

3.4 Threats.

3.4.1 Fierce competition of similar resources.

There are positive radiation effect and negative substitution effect between scenic spots. In the face of the vigorous development of ecotourism all over the country, ten thousand mu ecological park has formed fierce substitution competition with other tourist destinations. Among the similar tourism resources, there are 78 suburban forest parks in Shanxi Province, and only wandagou ecological restoration scenic spot, Wangfeng "one line sky" ecological landscape area, Dongshan ecological park, Yuquan Mountain Forest Park, etc. With the continuous development of tourism market, human needs are increasingly diversified and personalized.

3.4.2 The contradiction between the diversification of market demand and the development and protection of ecological environment

Tourism development needs the participation of human activities, which is easy to break the original ecological balance of the scenic spot and affect the sustainable development of the natural environment. With the continuous development of the ten thousand mu ecological park, the relevant stakeholders will inevitably be blinded by the immediate interests, and ignore the long-term ecological benefits development, such as wedding photography base, which seriously damages the grassland and green plants, leaves the domestic garbage, and increases the workload of the staff in the process of photography, which also poses a major threat to the scenic area. Therefore, how to reduce the damage to the ten thousand mu ecological park in the process of development and actively promote the measures of ecological protection are the threats and challenges faced by the development of the park.

3.4.3 Unharmonious between economic, ecological and social benefits

Although the ten thousand mu ecological park has achieved ecological benefits, turned the garbage mountain into an ecological park, optimized the environment and protected the diversity of animals and plants, the economic and social benefits need to be strengthened.

3.5 SWOT Analysis of Wan Berlin West Mountain Ecological Park in Taiyuan City

Table 3 SWOT Analysis Table for Ecological Park

	S(Strengths)	W(Weakness)
Internal elements	1. Resource advantage (geographical,biotic resources ,human resources ,Hydrological resources) 2. Location advantage.(in Taiyuan urban area, convenient transportation) 3. Potential advantages.(the comprehensive ecological renovation plan of Xishan Mountain, the construction project of ecological park of ten thousand mu in Xishan Mountain)	1.Poor infrastructure (Indistinct road signs , the distance between scenic spots is far, the rest area for tourists is less) 2.Inadequate ideological understanding(Not paying attention to the development and construction of Suburban Forest Park, neglecting the main function and characteristics of Suburban Forest Park, not highlighting the characteristics of forest park itself) 3.Single structure and no feature of the project (Single forest structure)
	O(Opportunity)	T(Threats)
External elements	1.Support of favorable policies of the state and government. 2.The urgent need for the construction of ecological civilization. 3.Changes in tourism demand preferences .	1.Fierce competition of similar resources. 2.The contradiction between the diversification of market demand and the development and protection of ecological environment. 3.Unharmonious between economic, ecological and social benefits .

4. Suggestions and Countermeasures for the development and construction of ten thousand mu ecological park based on SWOT analysis

4.1 Optimize infrastructure construction and improve landscape value.

Strengthen the construction of scenic area infrastructure, optimize the allocation of personnel, put people first and focus on service, improve the service level for tourists, optimize the design of tourist routes and tourist guide signs in the park, and enhance the core competitiveness of Scenic Area

4.2 Seize the opportunity and innovate the mode

Seize the opportunity of Shanxi's transformation and development, increase innovation, optimize ecological products in the park from the perspective of ecological environment protection, develop ecotourism resources, and develop diversified tourism products based on its own geographical advantages. In the process of designing the project, it is necessary to combine the resources and ecological environment of ten thousand mu ecological park with them to form characteristics, which will help to attract tourists and promote the development of ten thousand mu ecological park.

4.3 Introduce funds and construct multiple financing channels.

To increase the introduction of funds is not only the funds invested by the government, but also the policy to actively expand the channels of funds, learn and cooperate with the surrounding scenic spots, optimize the industrial structure, introduce facilities, etc. to promote the development of the garden economy, give full play to the advantages of its location, resources, etc., combine with the market demand, increase social benefits by increasing employment opportunities, etc., and strive to achieve ecological efficiency with the principle of protection priority "Three win" pattern of benefit, economic benefit and social benefit.

5. Conclusion

In order to speed up the construction and development of ten thousand mu ecological park, we must give full play to our own advantages, make use of the existing resources, seize the opportunity of the country to create a forest city, meet the threats and challenges faced, constantly improve our own shortcomings, introduce diversified projects, improve the core competitiveness and popularity, and create a service with the theme of nature, ecology and leisure, which is people-oriented and humanized Business concept, a suburban forest park integrating viewing, leisure, entertainment, vacation and popular science education. The garbage mountain in the past has become an ecological park, which not only provides a comfortable leisure environment for the surrounding residents, but also plays a good role in protecting the ecological environment of Wanbailin District and even the whole Taiyuan city.

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