Research on Integration and Innovation of Anhui Food Ecotourism Industry under the Concept of Green Development

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Abstract. Anhui's food resources are rich and colorful, and the conditions for the development of food tourism are unique. The article introduces Anhui’s unique “special dishes”, “famous teas”, “flavor specialties” and “morning tea culture” and other gastronomic cultural resources, analyzes the current status and problems of the development of Anhui's food tourism, and proposes the development of different guidelines for Anhui food tourism projects. Finally, giving advice on the development of Anhui food tourism from “cultivating leading food enterprises, establishing a sense of gourmet brand”, “creating a batch of local food tourism products”, “Establishing quality standards of Anhui’s local brands, famous delicacies, and special flavor products”, “Designing tourism routes with the help of Anhui celebrity culture and time-honored brands” and other six aspects.

Keywords: Anhui, Food, Tourism development, Countermeasures.

1. Introduction
Chinese food culture has a long history, is a cultural treasure of the Chinese nation and an important part of the country’s tourism resources. As the first of the six major elements of tourism, "food" has always attracted the attention of the tourism industry [1]. For a long time, "food" consumption has accounted for an increasing proportion of the consumption of the six elements of tourism. According to statistics, in international tourism consumption, "food" consumption stands in the second place, only lower than "shopping" consumption, and in domestic tourism consumption, "food" consumption ranks first [2]. On the other hand, with the development of tourism, tourism products are constantly updated. A special theme tourism product that regards food as a tourism resource is being favored by tourists from all over the world and valued by the industry, and is being promoted continuously [3]. According to the survey, nearly 80% of distance tourists in the United States regard food as their main travel motivation, and nearly 70% of distance travellers in Germany regard food as their main travel motivation [4]. In china, after nearly 40 years of rapid development in the tourism industry, the tourism industry itself is also facing transformation and upgrading. The tourism industry is being upgraded from sightseeing tourism to leisure tourism and experience tourism. There is a natural harmonious relationship between food and experience economy, and this relationship shows that tourists gain unique spiritual enjoyment by experiencing foreign culture through food in tourism activities [5]. At present, domestic research on food tourism mainly focuses on two aspects: theoretical discussion and empirical analysis, of which empirical analysis is the majority. In terms of theoretical
discussion, it mainly focuses on exploring the concept of food tourism. For example, XueYang (2011) pointed out that food tourism is a type of tourism activity based on experiencing local special food [6]. Li Zhang and Xiaoshuai Sun (2014) believe that food tourism is a tourism activity for the purpose of tasting special food and experiencing unique food culture, and seeking aesthetic and pleasant experience in other places [7]. In empirical research, most of them focus on status analysis, tactics and suggestions. And most of the research methods focus on qualitative research. The research areas are mainly concentrated in some developed tourism areas and ethnic minority areas. Such as Xuelian Wang, Zhongjun Wu, Yang Zhong (2007) took Guilin World Food Expo Park as an example to analyze the market demand of Guilin food tourism and put forward some suggestions [8]. Xiaoying He (2008) in "Development and Research of Seafood and Food Tourism Boutique in Island Cities-Taking Zhoushan Islands as an Example", based on local specialties, some suggestions and thoughts on food development were put forward [9]. Xiaodong Wu (2010) proposed corresponding countermeasures for the development of food tourism in my country from the perspective of leisure economy and the perspective of tourist demand [10]. Hongxia Niu (2012) took Shaxian snacks as an example and proposed a strategy to improve Shaxian cuisine [11]. Yang Zhang (2012) put forward the concept of Xinjiang tourism development conception based on the analysis of Xinjiang catering resources [12]. There are few studies on food tourism in Anhui Province, which is not in line with the development of Anhui cultural tourism. It can be said that Anhui culture is an excellent representative of Chinese traditional culture. "The essence of Cultural China is in Anhui, and the condensed version of Beautiful China is in Anhui" [13]. "Anhui cuisine" in history is even more unique in flavor and far-reaching influence. Anhui has unique conditions for developing catering tourism. Anhui catering culture is the original culture of Anhui. Therefore, how to combine the Anhui local catering tourism resources with the tourists' activities, turn Anhui catering cultural resources into a cultural tourism product with prominent themes, and integrate Anhui catering resources into the tourism industry, which have a strong practical significance. The concept of catering tourism in this article is based on the research of other experts, and defines the concept of catering tourism as "using local natural and cultural landscapes to enrich the catering experience process, seeking catering culture as the main tourism motivation, or taste in different place, appreciating, cooking food and participating in the food experience process of food festivals as the main travel experience".

2. Overview of Anhui Food Resources
Anhui is rich in catering resources, mainly including typical dishes, famous wines and teas, local specialties and morning tea culture.

2.1. Special dishes
Anhui specialty dishes are roughly divided into three categories: Southern Anhui, Central Anhui, and Northern Anhui. In general, the dishes are pure, crisp and fresh, and suitable in intensity. Southern Anhui dishes are famous for cooking mountain delicacies. Famous dishes include Huangshan Stone fungus and frog soup, braised mandarin fish, Stewed Huangshan dried products with egg dumplings and braised pork, sliced salt pork, mouldy tofu, Wenzheng mountain bamboo shoots, Braised turtle with ham, Huangshan sesame seed cake, Shendu stuffed bun, Jixi cake, etc.. Central Anhui cuisine is represented by the Chaohu Lake area. It is good at cooking freshwater fish and poultry. It pays attention to knife skills, the combination of color and shape, also is good at smoked dishes. Famous dishes include smoked duck, Maofeng smoked hilsa herring, smoked chicken, stewed Baohe crisp crucian, steamed whitebait, steamed crab rob and white shrimp, salted Wushan goose, Li Hongzhang Li Hongzhang Assorted Dish, Luzhou roast duck, Xiatang Clay oven rolls, shrimp noodle, Sanhe rice dumpling, baked Yongyang striped cake, Lujiang steamed pork dumplings, Tongcheng clay oven rolls, Hefei four famous pastries and so on. North Anhui dishes are represented by local dishes such as Bengbu, Suzhou and Fuyang. The most representative dishes of North Anhui dishes are "three soups and two steamed buns", that is, spicy soup, mutton soup, beef soup and steamed pancake. Beef pancake. These dishes are generally salty and spicy, and the soup is thick and heavy. It is salty, crisp
and refreshing, reflecting the bold and uninhibited of northern Anhui. In addition, famous dishes include Bagongshan Tofu Dumplings, Dajiujia, catfish soup, Huainan Beef Soup, Fengyang Stuffed Tofu, Wanbei stewed chicken in pot, Fuliji Roast Chicken, Fuyang shredded chicken in broth soup, Taihe noodles, Fuyang steamed bun, Fuyang stirred noodle in spicy sauce, Guoyang stirred noodle, Bengbu pancake, etc.

2.2. Famous liquor and tea
Anhui liquor and tea culture has a long history. Famous liquor and tea in Anhui with its superior geographical conditions and rich cultural provides a good material for tourists to understand and comprehend the cultural characteristics throughout Anhui.

2.2.1. Anhui famous liquor. Anhui famous liquor are mainly distributed in northern Anhui, where the liquor culture is developed and the people are kind. The main famous liquor include Gujing Gong liquor which regarded as "peony in liquor", Golden Seed liquor from Fuyang and Kouzi liquor series from Huaibei. Gujing Gong liquor has long history and unique style, it originated in the Jijian town, Bozhou city that now has a China Gujing liquor Culture Museum in Eastern Han Dynasty. In addition, the "China Xuan" was produced by Xuanjiu Group in Xuancheng, southern Anhui Province, was rated as "Model Product of Chinese Liquor Technology Innovation" by China Brewing Industry Association. It is the representative of the only new fragrance pioneer among the local famous liquor in Anhui. Now Xuancheng also has a "Chinese Xuan liquor Culture Museum".

2.2.2. Anhui famous tea. Anhui is rich in famous tea resources and has many tea gardens. It has been well-known for its tea since the Tang Dynasty. Anhui tea resources and culture have a high status in the country. Famous teas in Anhui are mainly distributed in the mountainous areas of southern and western. Famous teas in southern Anhui mainly include Huangshan Maofeng, Taiping Houkui, Qimen black tea, Jiuhua Buddha tea from Chizhou, Xiaokeng green tea and so on. The most famous teas in Western Anhui are Lu'an Guapian and Huoshan Huangya. In addition, the high mountain Yunwu tea, Yuexi Cuilan and Taihu tea which are grown in Dabie Mountains are all famous teas in Anhui. In addition, in other places in Anhui, there are also minority local teas, such as Xiaolanhua tea around Chaohu Lake, Zhaoguan Cuixu and Bangbang tea from Linhuan, Huaibei.

2.3. Local specialties
According to geographical factors, Anhui's specialties and ingredients can be roughly divided into three categories, the mountainous flavors of southern and western Anhui, the hilly flavor surrounding Chaohu Lake between Changjiang rive and Huaihe river, the northern Anhui flavor. The specialty of the western and eastern mountainous area in Anhui mainly includes wild pueraria lobata, mountain bamboo shoots, wild dried vegetables, dendrobium, Huangshan kiwi, Shexian Santan loquat, Xuancheng Shuidong green date, Ningguo pecan and chestnut. Among them, Huangshan kiwi and Ningguo pecan are the most famous. The special flavor products around Chaohu Lake between Changjiang River and Huaihe River are mainly aquatic products and rice noodle products, as well as some characteristic vegetable orchards that have emerged in modern times. Such as: Chaohu Three Treasures (white rice prawns, whitebait, anchovies), Sanhe rice noodles, Changfeng strawberries, Zhongyu tomatoes, and vineyards around Chaohu Lake. Since ancient times, kinds of fruits were plained in the northern Anhui, like Dangshan pears, Huaiyuan pomegranates, and Xiaoxian grapes have their own characteristics and are well-known in Anhui province and even the whole country. Dangshan pears are yellow and bright in color, with thin skin and large flesh. They are called the crown of pears; Huaiyuan pomegranates have large grains, thin skin and sweet taste. Xiaoxian is named as one of the top ten wine-growing regions in China which has a wide variety of grapes. In addition, Bozhou is Chineses medicinal materials commercial center since ancient times. Chinese medicinal materials and health-preserving ingredients are the major character of the region.
2.4. Morning tea culture
Anhui Province is located in East China, with the Yangtze River and Huai River running through the territory, and the Chaohu Lake. There are many river networks. Therefore, many historical water transport ancient towns have been handed down around Chaohu Lake. Such as ancient town of Zhegao, Sangbin, Sanhe, Dongguan and Yuncao. These ancient towns has became commercial centers because of developed water transportation, which forming a unique water transportation terminal culture. The morning tea culture spread in these ancient towns is best reflects the culture of the water transport terminal. These morning tea cultures are different from the Guangdong morning tea in the south. It has its own style and strong Jianghuai flavor. Among these, the most distinctive ones are Zhegao Morning Tea and Yuncao Morning Tea. Zhegao is a well-known Jianghuai town with a history of nearly three thousand years. It has been the financial gathering city in central Anhui for hundreds years. The superior geographical location and developed markets have created abundant supplies and also make the habit of leisurely life in Zhegao. There are many varieties of Zhegao morning tea, delicate and delicious. The most famous ones are the four kinds of morning tea, namely "fried noodles", "shredded dried beancurd", "deeply fried crispy rice" and "egg fried dumplings". In addition, there are flavored morning tea such as "flaky pastry in shape of horse hoof", "red and green silk", "siu Mai", and "fried pork ball". Yuncao Town also has a long history. The town is located by the Yuxi River and has been famous for its water transportation since ancient times. The commerce of Yuncao Town prospered in the Ming and Qing Dynasties, and declined at the beginning of the Republic of China. The main teas include "fried meat pie", "steamed dried shrimps with glutinous rice ball", "mixed dried beancurd", "small steamed bun", "boiled dried beancurd", "square rice cake", "Chinese doughnut with brown sugar" and so on. These morning tea cultures also reflect the commercial prosperity of Jianghuai Water Village in Anhui from one side, as well as the process of fusion of immigrant culture and local culture brought by people from north to south.

3. The current situation and problems of the development of food tourism in Anhui Province
In recent years, the tourism industry in Anhui Province has achieved rapid development, and tourism has become a strategic pillar industry in Anhui Province [14]. As of the end of 2017, the added value of the province's tourism industry accounted for 6.6% of the province's GDP, and the contribution rate of the tourism industry to GDP reached 10.4% [15]. The province has more than 460 star-rated tourist restaurants, 1408 star-rated farmhouses, and thousands of restaurants, food stores and catering enterprises of various types [16]. These numerous star-rated tourist hotels, farmhouses, and various catering companies have already possessed a certain tourist catering reception capabilities. But at present, food tourism in Anhui is still in start stage, and lack of overall macroscopic planning in the development of food tourism resources. The degree of tourism exploitation in food resources is still at a relatively low level, which has not yet developed a food travelling route that can be freely selected by domestic and foreign tourists and easy-to-carry gourmet tourism products. Many places only regard food as a component of tourism products, only satisfied the low-level physiological requirements of tourists, without in-depth development, design and promotion of food tourism resources. The design and operation awareness of the food tourism project as a characteristic tourism product is not strong. The main problems are as follows:

3.1. The form of food tourism is relatively simple. Food products are mainly sensory tasting, and the content of food products is relatively monotonous
The number of particular food tourism is relatively less in the development of tourism products in Anhui. At present, the development of food tourism products basically focuses on tasting dishes, ignoring the deep exploration and innovation of food culture. Tourists often can watch and taste the food by their senses. There is no good channel for in-depth understanding of the cultural mood. With the improvement of the tourists’ quality and the increase of individual demands, tourists will have high demands in the spirit of joy and food culture. Food activities with a single content will no longer
arouse tourists' enthusiasm for tourism consumption, and it will be difficult to form a unique brand of food tourism in Anhui.

3.2. Food enterprises and delicacies projects are operated in a scattered management, and their competitiveness and innovation are not strong.

Anhui food tourism projects are only scattered in some local food festivals or individual food companies to operate and taste. Food tourism has not yet formed a scale effect and cannot produce linkage effects. In recent years, although cities and regions have successively launched some food tourism festival projects, most of these projects have been developed in isolation and there are few regional interactive cooperation projects. Moreover, these projects are all in separate formations, lacking an overall marketing strategy, and have not formed a network. The entire industry lacks the leadership of leading companies and brand projects.

3.3. Shortage in promotion and brand image advertising

Using Baidu to search for "Anhui Food Tourism" on the Internet, although there are 1710,000 query results, food tourism was introduced is less. Among them, there are only some web articles about Anhui Food Introduction, and most of them are repetitive and similar information. This is because, first of all, the tourism agencies and organizations of the governments at all levels in Anhui Province mainly focus on the introduction of traditional landscape and cultural resources, and they have not regarded local gastronomic resources as a tourism product for publicity. The connotation of resources is not sufficiently explored and organized. Secondly, the food enterprise operators in Anhui Province have no consistent standard of production and external publicity. It caused the tourists to misunderstand the characteristic cuisine culture of Anhui province.

4. Differentiated selection of Anhui food tourism projects

Due to historical, cultural and geographical, Jianghuai regional cuisine is centered in Chaohu Lake, southern Anhui cuisine and northern Anhui cuisine have been formed in Anhui Province. As expanding food tourism projects in Anhui, it can combine these regional cultures and integrate local characteristic natural resources and human resources into food tourism projects to form a differentiated development strategy for food tourism projects.

4.1. Relying on the construction of the National Recreation Area around Chaohu Lake, developing the "fruit and vegetable picking + sightseeing agriculture" tourism products around Chaohu Lake

The area around Chaohu Lake has beautiful natural landscapes, rich agricultural and fishery resources, colorful folk customs and delicacies. Since 2015, the state has piloted the construction of national-level recreational areas around the Chaohu Lake. It took opportunities for the development of rural leisure "agritainment" around Chaohu Lake. Developing agritainment not only to increase the income of local farmers and become a point of the local rural revitalization strategy, but also enrich the types of tourism products and boost the construction of a national-level Chaohu Lake Recreation Area. The agritainment products around Chaohu focus on "fruit and vegetable picking + sightseeing agriculture". This model is to develop tourism products of sightseeing, picking and leisure into one by using the landscape of the polder surround Chaohu Lake, the local villages and farmers’ orchards, vegetable gardens, and flower gardens. The development of this tourism product can combine with the construction of a new local countryside with targeted. It achieve one village, one product and one style. This will revitalize the local rural economy as well as enable tourists to enjoy different rural landscapes, pick different fruits and experience different farmhouse products in different sections and different seasons.
4.2. Relying on the construction of the Southern Anhui International Tourism and Cultural Demonstration Zone, develop the tourism products of Southern Anhui "Homestay + Food + Tour" and "Leisure Holiday + Food"

The Southern Anhui International Cultural Tourism Demonstration Zone has superior geographical conditions, excellent ecological environment, profound cultural heritage, and rich tourism resources. It is the most distinctive cultural tourism area in Anhui Province, and is also a global tourism demonstration area. This area can be said to be full of scenery and never to be bored. The area not only has the world cultural heritage "Anhui Ancient Folk House", but also the source and rise of Anhui cuisine. It is also the place where Anhui developed food tourism first. The development of food tourism is more mature. At present, the development of food tourism in this area can be explored under the global tourism model, using the "homestay + food + sightseeing" and "leisure holiday + food". That is to say, under the global tourism, exploring leisure products that satisfied the multiple functions of tourists' food, accommodation and tour by using the local residents' characteristic houses and courtyards and combined with local cultural products. Tourists traveling in this area can not only appreciate the surrounding natural scenery and the rich Anhui culture, but also experience the taste of the local nature food, which make tourists to experience and comprehend the unique local history and human culture during leisure tour.

4.3. Relying on the ancient folk culture in northern Anhui, develop tourism products of "folk + food"

Northern Anhui is rich in humanities and history and have kind people. Many outstanding historical figures, such as Laozi, Zhuangzi, Guan Zhong, Zhang Liang, Liu An, Cao Cao, Zhu Yuanzhang, Hua Tuo, Hua Mulan, are all outstanding representatives of this region. Rich cultural and historical figures have also accumulated many traditional folk cultures in the area, such as the handmade paper-cutting in Fuyang, the circus performance in Suzhou, the flower drum in Fengyang, the flower drum lantern in northern Anhui, and the handmade shoe culture in Si County. The combination of these folk cultures and local gastronomic resources will show a good effect of "1+1>2" when was developed into tourism products. The tourists' feeling like walking into a lively history class when facing "folk + food" tourism products, not only experience the folk customs and culture, also enjoy delicious local food.

4.4. Relying on Anhui Buddhism, Zen culture, and Taoism culture to develop "religion + food" tourism products

Anhui is rich in religious and cultural resources. Among them, the Buddhist culture of Jiuhua Mountain, the Zen culture of Anqing and the Taoism culture of Qiyun Mountain are the most famous. Jiuhua Mountain was listed as one of the four famous Buddhist mountains in the Ming Dynasty. The Zen culture of Sikong Mountain, Miaodao Mountain, and Tianzhu Mountain in Anqing has been advanced since ancient times, and Qiyun Mountain in Xiuning is one of the four famous tourism mountains. These religious resources have a significant influence in the religious culture of China and the world. Every year many tourists from home and abroad to worship. Therefore, when developing food tourism in this region, this resource can be fully utilized to develop "Buddhist vegetarian food" and "Taoist health food" products to meet the needs of religious tourists.

4.5. Relying on the traditional health care ideas in Anhui, develop tourism products of "health care + food"

With the improvement of people's living standards, more and more people begin to pay attention to health care. It is also one of the motivations of many tourists to build up their bodies through travel, taste health-preserving medicines and get health care knowledge. Since ancient times, there have been many health-preserving cultures and ideas in Anhui that have influenced all over the country. The representative health-preserving cultures are Bozhou's "Huatuo health-preserving thought" and Huangshan's "Xin'an health-preserving culture". Therefore, when developing food tourism products, these two health-preserving cultures can be integrated into the design of food tourism products. Then
tourists not only enjoy leisure time but also taste health-preserving medicines and get health care knowledge through "health-care + food" products.

5. Food tourism resources exploitation strategy in Anhui Province

5.1. Cultivate leading food enterprises and establish awareness of gourmet brands
Food tourism enterprises are the main carriers and platforms for the spread of local food culture. It plays a very important role in the promotion of local food tourism products. At present, from the perspective of the Anhui food and tourism product market, on the one hand, tourism catering has been severely impacted by Cantonese dish, Sichuan food, Hunan food, Hangzhou food, and some foreign catering brands. In addition, people’s dietary habits have changed, and some local food enterprises imitate foreign products, which makes the products lose the local characteristics of Anhui for the purpose of attracting customers. On the other hand, some local food are sticking in a rut, and no longer adapt to the changes of consumers’ tastes in the modern market. Therefore, they can’t be chosen by consumers in the market, for example, Hefei’s four pastries. Anhui must continuously dig out the allusions and craftsmanship of gourmet products with local traditional culture, innovate and improve gourmet products that meet the modern market’s needs provided that gourmet tourism products were promoted. A case of this point is "Huoshan Huangya green tea". So long as local food companies want to be bigger and stronger, it requires us to cultivate leading enterprises that can fully demonstrate Anhui's local food culture. And through industry associations and scientific research institutions to help them to take the road of brand and industrialization, so as to form a market-competitive gourmet brand stores, and promote the development of Anhui food tourism.

5.2. Formulate the quality standards of Anhui's local famous dishes, famous delicacies and special flavor products
Anhui cuisine is extremely rich in resources, and has a good foundation for the development. However, most of the local specialties in Anhui are not uniform in material selection, standards and production, and packaging of food products are simple and rough, which make a larger obstacle of developing local specialties. So government should make the use of situation to cultivate and innovate a number of local tourism food brand products, combining with the cuisine of intangible cultural heritage. Such as Wushan goose in Hefei, Fuliji chicken in Suzhou, Braised mandarin fish in Huangshan, Smoked duck in Wuhu, etc. At the same time, the management of industry associations and related organizations shall be strengthened, the quality standards of food tourism products shall be formulated. To make the Anhui specialties products into the unique local cultural tourism resource by means of the selection, production, packaging of dishes or snacks are standardized, technical are identified and quality are controlled.

5.3. Create a batch of local gourmet tourism products
On the one hand, local gourmet tourism product can be developed as a special tourism resource, and consumed by tourists. On the other hand, specialties are also a representative of local food culture, which often has a certain effect on local tourism characteristics and publicity. How to develop local tourist food into portable tourist products is hot research topic in this industry. Tourism food products can increase local tourism revenue, and more importantly, they are often a cultural label of tourism destination, which has a certain effect on the image positioning. For example, when tourists go to Nanjing, they will associated in "Nanjing salted duck", “West Lake carp in sweet and sour sauce” will be associated when they go to Hangzhou, and go to Fujian, they think of "Fojiaoqiang". It is a very useful publicity when tourists take these local specialties as travel gifts or souvenirs to their families and friends. At present, the development and promotion of gourmet tourism products in various parts of Anhui is obviously lagging behind the tourism industry. The creation of local food tourism products can start from some areas with more mature tourism, and then pursue combined development in various places. For example, it is possible to exploit tourist products in powerful tourism cities first
such as Hefei, Wuhu, and Huangshan. Hefei can start with "Wushan goose", Wuhu with "Wuwei smoked duck", and Huangshan with "braised mandarin fish in Huangshan", "sesame biscuit" and other gourmet products.

5.4. Design tourism routes with the help of Anhui celebrity culture and time-honored brands
Since ancient times, there have been many outstanding characters and their stories in Anhui. Tourism food companies or travel agencies design the routes such as "visiting ancient saints and sages and enjoying historical feasts" with these historical celebrities to launch tourism products. For example, “Huishi feast” will be launched according to the celebrity of Hu Shi, “Rulin feast” by “Wu Jingzi, “Baogong feast” by Bao Gong, "Li Feast" according to Li Hongzhang and so on. In addition, several time-honored tour routes are designed according to the time-honored food brands in Anhui, so that tourists can taste the traditional time-honored style. These centuries-old brands are now in good operation, mainly including Tongqinglou Restaurant and Gengfuxing Restaurant in Wuhu, Jinchun Restaurant in Quanjiao, "Zhonghexiang" Pastry Shop in Hefei, "Hu Yumei" in Anqing, and "Xie Yuda in Huangshan" and so on. Combined the birthplace, history, gourmet of shops, raw materials production base, food making and taste with time-honored brands to create in-depth food tourism products.

5.5. Construct distributed characteristic food areas in tourist cities
Planning a batch of gourmet areas and landmarks in major tourist cities in Anhui. The local gourmet area is a leisure place that experience many flavors. Also is main carrier of city tourism gourmet resource and the epitome of urban leisurely consumption culture. At the same time, relevant organizations and industry associations can choose some characteristic gourmet enterprises and name a batch of local characteristic dishes and specialties throughout the province. For key tourist Coordinate the cities’ layout with the tourism food area will be constructed in the chief tourism cities. Highlight some local specialties, restaurants or other famous food designedly on the main tourism routes of the province's tourism destinations.

5.6. Expand the promotion and marketing of food tourism products
First of all, play an important role of new modern media, with food and cultural resources in all parts of Anhui, open new columns and special topics for publicity on TV, radio, newspapers, and well-known websites. For example, the radio station can cooperate with taxis and public transportation units to open up prized broadcast about local food culture of Anhui, so that out-of-town guests can learn about the food culture and allusions in taxi or bus. In addition, in major tourism cities and attractions, tourism restaurants, shopping malls and other places, there must have brochures or posters of Anhui's traditional food and culture. Making and promoting a tourist food map for local specialties shops. Also, cooperating with relevant universities and tourism industry organizations to increase the research and compilation of Anhui traditional food culture, such as editing and publishing "Anhui Traditional Famous dishes and specialties" and so on, introducing the historical origins, allusions and customs of traditional foods, which enables tourists to understand and appreciate the different Anhui food culture in many ways. Besides, providing different food tourism information services timely when food tourism information service centers in various destinations will be set up.

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