

Development of Rural Tourism in China in the Context of Rural Revitalization

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ABSTRACT

Rural revitalization is an important development strategy in the new era of China, and rural tourism is a new industrial form that has flourished in recent years. As an important way to realize the strategy of rural revitalization, the impact of rural tourism on the countryside involves the rural economy, ecology, culture, governance and other levels, echoing the overall requirements of the country's five aspects of rural revitalization. At present, although the development of rural tourism in China has achieved certain results, there are still many deficiencies. Therefore, this paper first explores the role mechanism of rural tourism to promote rural revitalization, and then describes the current situation and problems of rural tourism development in the context of rural revitalization in China, and puts forward countermeasure proposals for rural tourism development on this basis.

KEYWORDS

Rural Tourism; Rural Revitalization; Development; Countermeasures

1. INTRODUCTION

Rural revitalization is an important strategy for China's current economic development, aiming to promote the coordinated development of the rural economy and to improve the quality of life and sense of well-being of rural residents. In the context of this strategy, rural tourism, as an important development direction, has great potential and opportunities. The countryside itself is a spatial territory, an economic organization, or a tourism product. Rural tourism is a kind of tourism based on natural resources, with small investment, fast construction and high return on investment. Combining the unique vernacular cultural characteristics of the countryside itself and choosing the appropriate boosting mode for rural tourism according to local conditions is an important way to realize rural revitalization [1]. However, there are still some problems in the development of rural tourism in China at present, which restricts its sustained and healthy development and the in-depth advancement of the rural revitalization strategy. Therefore, it is of great value and significance to discuss the development of rural tourism in the context of rural revitalization.

2. THE ROLE MECHANISM OF RURAL TOURISM IN PROMOTING RURAL VITALIZATION

Rural tourism injects new impetus for rural revitalization. As an important element of rural revitalization, rural tourism has brought unprecedented opportunities for the development of rural tourism and pointed out the direction for future development. The development of rural tourism is conducive to the promotion of the prosperity of rural industries, the creation of ecologically livable

spaces, the construction of rural culture, the harmony and stability of rural society, and urban-rural exchanges and cooperation.

The development of rural tourism can lead to the revitalization of rural industries. The development of tourism can not only realize the multiple values of agriculture, but also effectively integrate primary and secondary industries and drive their development [2], providing a new direction for the transformation and adjustment of industrial structure. Rural tourism can drive the rural industrial structure and improve rural public services, thus increasing farmers' income.

The development of rural tourism can help improve the rural ecological environment. Rural tourism can improve the suitability of the rural ecological environment, enhance the ecological quality of the countryside, and promote the protection and restoration of the economic value of the environment. At the same time, rural tourism can also reduce the negative impact on the rural environment by providing low-carbon and environmentally friendly tourism methods, promote the improvement of the rural ecological environment, and promote the ecological sustainable development of rural areas.

The development of rural tourism can promote the construction of rural culture. The soft environment construction of rural tourism destinations can promote the overall quality of farmers, improve the backwardness of rural education, and constantly promote the prosperity of China's rural areas. The development of rural tourism can protect and pass on traditional culture, and stimulate rural residents' pride and sense of identity in their local culture.

The development of rural tourism can help promote the improvement of the rural governance system. On the one hand, in the process of developing rural tourism, the relationship between farmers and farmers has changed, and the relationship between farmers and cooperatives has also changed. In the process, the orderly transfer of rural land management rights, farmers from the initial direct operator into the main participant in rural governance, thus forming a new model of rural governance by the government, villagers and social organizations and other parties involved in governance. On the other hand, a modern model of rural governance characterized by "shared governance" can be established through the application of various rules and regulations, village rules and regulations, etc., in the governance of multiple actors.

The development of rural tourism can promote exchanges and cooperation between urban and rural areas. There are information asymmetries and development gaps between traditional rural areas and cities, and the development of rural tourism can promote exchanges and cooperation between urban and rural areas. By attracting tourists to rural tourism, it can provide and expose farmers to new ideas, technology and management experience, broaden the horizons of the townspeople, and enhance their awareness of industrial services. At the same time, rural tourism can also facilitate the circulation and promotion of agricultural products, help farmers sell their produce to cities, and promote economic ties and cooperation between rural areas and cities.

3. THE DEVELOPMENT STATUS OF RURAL TOURISM IN CHINA

Rural tourism in China began in the 1980s, focusing on sightseeing and agritourism, and most of the rural tourism in this period was spontaneous, dispersed, and unorganized. After the 1990s, rural tourism stepped into the right track of development and entered the era of mass-oriented leisure and entertainment. Since the 21st century, with the improvement of the living standard of the residents, the consumption demand for rural tourism has been increasing, and there has been a surge of Diversified new forms and modes of rural tourism, rural tourism gradually turned to leisure, recreation, experience-based comprehensive development period. China is now in a period of transition from a traditional agricultural economy to a modern industrial economy, urbanization and modernization have narrowed the gap between urban and rural areas, and the demand for tourism consumption is also growing, the rural tourism market has huge potential, and the development of

rural tourism will become a new engine to promote the high-quality development of the rural economy.

In the new stage, China's rural tourism development shows a booming trend. On the one hand, the market demand for rural tourism is gradually increasing, and more and more urban residents are pursuing the opportunity to return to nature and experience rural life, and choosing to go to rural areas for leisure and vacation. On the other hand, the policy support for rural tourism has been increasing, and the relevant government departments have introduced a series of supportive policies to encourage the development of rural tourism, thus making rural tourism get a better policy environment and market guarantee, and facing good development opportunities [3].

At present, rural tourism has achieved certain development results in China, but there are still some problems and challenges. Firstly, the basic supporting facilities and public service facilities of rural tourism are relatively backward. Due to the lagging infrastructure construction in rural areas for a long time, the transportation, health, communication and other facilities in many places still need to be further improved. Secondly, the publicity and marketing of rural tourism is not in place, and there is a lack of characteristic brands. Many rural tourism projects are not enough publicity, lack of effective marketing tools and brand building. Once again, rural tourism suffers from serious homogenization and lacks unique rural characteristics. In addition, the lack of scientific knowledge of rural tourism and professionalism in planning has led to the problem of irrational planning and unscientific development of rural tourism projects.

4. PROBLEMS IN THE DEVELOPMENT OF RURAL TOURISM IN CHINA IN THE CONTEXT OF RURAL REVITALIZATION

4.1. Backward Basic Supporting Facilities and Public Supporting Facilities

The development of rural tourism needs to be supported by perfect infrastructure and public service facilities. At present, the construction of infrastructure and public supporting facilities in many rural areas is lagging behind, mainly in two aspects: on the one hand, due to the limitations of infrastructure and transportation conditions, the accessibility of the countryside is poor, the cost for tourists to reach their destinations is relatively high, the construction of parking lots, toilets and other public facilities is imperfect, and the tourists' experience of tourism is poor, which restricts the development of rural tourism. On the other hand, the reception standard is low, water and electricity supply, network communications and other infrastructure support is insufficient, and there is a big gap with the market demand and the requirements of tourists, which affects the service quality of rural tourism and the experience of tourists.

4.2. Inadequate Publicity and Marketing, Imperfect Brand Building

The promotion and marketing of rural tourism is an important link in the development of rural tourism, however, at present, the publicity of many rural tourism projects is not strong enough, and there is a lack of effective promotion means and channels. At the same time, rural tourism lacks a unique brand image, and its core competitiveness is not strong enough to form distinctive rural tourism characteristics.

4.3. Serious Homogenization, and Insufficient Connotation of Local Culture

In the development process of rural tourism, many villages are developing blindly in a swarm, "Handan" construction, ignoring their own characteristics, resulting in serious homogenization. Rural tourism products are difficult to highlight the regional value and characteristics, the countryside is gradually dying out, and the uniqueness and uniqueness of tourists' experience is affected. With the rapid development of rural tourism, some places imitate the construction and modeling, resulting in

the "one side of a thousand villages" scene. Many villages are developing the same type of projects, some folk festivals, non-heritage performances and other thematic activities are similar and lack of their own characteristics, tourism products and services tend to be homogenized, and the end result is excessive competition and over-commercialization. The core of rural tourism lies in the natural scenery and cultural characteristics of the countryside, but at present, many rural areas have begun to imitate the commercialization and modernization features of the city, and the original flavor and ecological traditional features of the countryside have been destroyed, and the local culture has been seriously damaged, and the folkways and customs are no longer simple [4]. Most of the areas have failed to combine the regional culture with tourism, which is not only detrimental to the protection and inheritance of traditional culture, but also not conducive to the sustainable development of rural tourism. This is not only detrimental to the protection and inheritance of traditional culture, but also to the sustainable development of rural tourism.

4.4. The Scientific Understanding of Rural Tourism and the Professionalism of Planning are Insufficient

The development of rural tourism needs the support of scientific knowledge and planning, but at present, the scientific knowledge and planning of rural tourism are not professional enough. In some places, there are problems such as over-development of rural tourism and haphazard construction, and there is a lack of comprehensive consideration and planning for the development of rural tourism. First, some developers, related market players and even local governments still understand rural tourism at a one-sided and incomplete level, and lack a comprehensive understanding of and attention to the ecological environment and folk culture elements. Some regions emphasize the development of natural resources while neglecting local culture, which makes it difficult to satisfy tourists' dual needs for natural tourism and folk culture tourism. Secondly, many rural residents do not have a good understanding of the development concept and development prospects of rural tourism, lack development strategies and long-term planning, and are prone to blind expansion and short-term behavior.

5. COUNTERMEASURES FOR THE DEVELOPMENT OF RURAL TOURISM IN CHINA IN THE CONTEXT OF RURAL REVITALIZATION

5.1. Strengthen the Construction of Infrastructure and Public Service Facilities, and Exogenous Drainage

Strengthening the construction of infrastructure and public service facilities and upgrading the basic conditions of rural tourism are the basis for promoting the sustainable development of rural tourism. First, the construction of infrastructure and public service facilities such as transportation, accommodation, toilets, parking lots, garbage disposal, etc. should be promoted in a coordinated manner to address the diversified needs of tourists. Open tourist routes, improve rural roads, increase public transportation routes and parking facilities, etc., to enhance geographic accessibility and the accessibility of tourist routes. At the same time, increase the number of public toilets, rest areas and parking lots, etc., improve the condition of roads, bridges and sidewalks, set up special medical service points and improve emergency rescue facilities to ensure the safety of tourists. Second, empower the countryside with network and digital technology to strengthen smart tourism. By improving network coverage and upgrading network speed in rural areas, setting up rural tourism information centers and e-guide systems, and promoting the integration of advanced technologies such as online payment, AR, facial recognition and other technologies with the construction of villages, we can provide tourists with high-quality network connection and information query services. Third, the construction of water supply, power supply and sewage facilities should be vigorously promoted to ensure that tourists have access to reliable water and power supply, and that suitable

sewage treatment systems are established to protect the ecological environment and water resources in the countryside. In addition, the strategy of exogenous drainage can be adopted to actively seek funds and introduce professional tourism operating enterprises and investors to provide specialized tourism services and facilities to help the development of rural tourism.

5.2. Strengthen Publicity and Marketing, and Build Characteristic Brands

Strengthen the promotion and marketing of rural tourism, take the market demand as the guide, expand the integration depth of rural tourism industry, create rural brands with local characteristics, and improve the popularity and attractiveness of rural tourism. First, we should strengthen the marketing of rural tourism IP, which can create a whole year of rural market by organizing cultural festivals, rural music festivals, folk culture festivals, etc., and should be trendy and experiential, etc. Secondly, we should break the village area and realize multi-level interactive marketing such as villages, village scenery and village market, so as to construct the front-end of the market. Thirdly, we should carefully construct the six major diversion platforms of self-media, word-of-mouth traffic, OTA channels, search traffic, target customer groups and service six major attraction platform. On the basis of in-depth understanding of tourists' needs and market trends, effective publicity and promotion will be carried out to improve the market competitiveness of rural tourism products and attract more tourists to come and experience them.

Brand building in the countryside is crucial to promoting the sustainable development of rural tourism, and by creating a unique brand can attract more tourists, thus promoting the economic development and cultural inheritance of rural areas. The first is to combine local human resources to explore the uniqueness of rural tourism, provide excellent tourism products and services, and highlight the differences between rural areas and cities. Secondly, it is necessary to establish a brand image that identifies the differentiation, for example, it can be done through the design of exclusive logos, slogans, thematic colors, and other creative elements to enhance the brand's recognition and differentiation. Lastly, branding of rural tourism requires the joint efforts of all parties. Only with the participation of local governments, tourism enterprises and local residents to strengthen cooperation and linkage development can a unified brand image be formed.

5.3. Dig Deeper into the Connotation of Local Culture, and Innovate Characteristic Development

The characteristics of rural tourism are closely related to rural culture, and the spiritual kernel of national culture should be refined to inherit [5], develop and reconstruct the connotation and self-confidence of native culture. By creating rural tourism products and services with local characteristics and historical and cultural heritage, the rich cultural resources of the countryside can be combined with tourism. Through the excavation of extinct folk culture, traditional architecture, farming implements and techniques, folk skills, handicrafts, customs and rituals, and non-heritage skills, etc., and presenting them in a living form so as to transform them into local cultural tourism products. Secondly, innovate on the basis of protecting and inheriting the original authenticity of local culture, reasonably plan and design characteristic tourism products and projects according to the time, season and festival, develop and utilize modern science and technology through thematic development, festivals and activities, cultural demonstrations, network marketing, interactive experience, etc., so as to enable tourists to have an immersive experience, prolong the tourists' staying time and realize the benefits of economies of scale.

5.4. Combine Development Strategies, and Plan According to Local Conditions

Strengthen the scientific knowledge of rural tourism and the professionalism of planning, formulate and implement rural tourism development strategies, and improve the sustainable development of rural tourism. It is necessary to start from a macro perspective, combine with the overall planning of

rural revitalization, and give full consideration to the integrated development of rural tourism and other industries. The development of rural tourism needs to be combined with the overall strategy of rural revitalization, and be connected and coordinated with other areas of rural revitalization. In the process of formulating the development strategy of rural tourism, it is necessary to carry out overall planning with the rural economic development and cultural inheritance under the premise of considering the industrial foundation and characteristic resources of rural areas. Combined with the local natural environment, design buildings and landscapes that meet local characteristics, and make more people fall in love with the countryside by creating a reasonable spatial layout, mode of production and way of life, so as to realize the harmonious coexistence of man and nature. In the planning process, it is necessary to take into account the natural, social, humanistic and economic characteristics of the countryside, and develop characteristic rural tourism according to local conditions.

6. SUMMARY

The development of rural tourism plays an important role in promoting the rural revitalization strategy, but it also faces some problems and challenges. By improving infrastructure construction, strengthening publicity and marketing, deeply excavating local culture, and planning in accordance with local conditions in combination with the strategy, and other countermeasures, the sustainable and healthy development of rural tourism can be promoted, so as to promote the implementation of the rural revitalization strategy. In addition, it should be recognized that the development of rural tourism is a systematic project, which needs to seize the favorable opportunity to improve continuously, and is not a one-day effort.

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