

Research on the Development Model of Intelligent Rural Tourism under the Background of Digitalization

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Abstract: This paper summarizes the types and development models of rural tourism products, discusses the pedigree of rural tourism products, and summarizes them into nine products: farmhouse, rural catering, rural science popularization, rural scenic spots, rural communities, rural sports, health care, rural vacations, and country clubs, divided the corresponding dimensions of rural tourism products from the level of consumption, and proposed a "trinity" research method of three product development models: dependent, independent, and pioneering. Under this new consumption demand of life, rural tourism has become a new industry that stimulates the growth of rural economy. However, due to the late start of the rural tourism industry, there are still some imperfections, which need to explore the driving mechanism and development model of rural tourism to make the sustainable development of rural tourism.

Keywords: Development Model ; Intelligent Rural Tourism; Digitalization

1. INTRODUCTION

Rural tourism has developed rapidly in recent years. At present, China receives about 300 million rural tourists each year, accounting for about 21.4% of the total number of tourists in the country. The comprehensive economic income of rural tourism is about 40 billion, accounting for about 7.6% of the country's total domestic tourism income [1]. Even so, many regions are flocking to develop rural tourism, and the stereotyped rural tourism projects are limited to the development characteristics of the surrounding urban markets, which makes the future development of this tourism industry face a huge test.

Under this consumer demand, various tourism markets have been spawned. As people are more and more eager to get in touch with and get close to nature, and to pursue the enhancement of the original ecological life concept of returning to nature, rural tourism as the new rural economic industry began to develop. This kind of rural economic situation did not exist in the past society, and there is no model to follow. This makes rural tourism inevitably have many problems in the process of development. If it is not solved in time, it will kill this rural area. New economic industries are bound to be detrimental to the improvement of farmers' living standards.

Tourism activities are a huge system composed of different subsystems. There are many divisions of the tourism system from different angles, among which the "three-body theory" divides the tourism system into three parts: the tourism subject, the tourism object, and the tourism media. From the perspective of dynamic system, the tourism system is mainly composed of four parts: tourism subject, tourism object, tourism media and tourism support body, while urban residents, rural residents, tourism industry, and government are the four subsystems that constitute my country's rural cultural tourism system. The driving mechanism and

development of rural tourism involves six theories including push-pull theory, sustainable development theory, economic theory, ecology theory, tourist destination life cycle theory and tourist destination image planning theory.

The general introduction is as follows: From the perspective of tourism motivation, the drive theory and the expected value theory are the sources of the push-pull theory. In the drive theory, it is proposed that people's non-selective behavior is caused by the lack of body, which refers to drive. Produced by the needs of human physiological functions. The degree of lack directly affects the strength of the drive. Behavior is caused by drives, which must be satisfied to reduce them. It mainly includes rural tourism products with sightseeing and experience as the main content, such as ecological agriculture, high-tech agriculture, and new rural industry.

2. THE PROPOSED METHODOLOGY

2.1 Research on Rural Tourism Product Development Model

These products are often based on emerging ecological agriculture bases around large and medium-sized cities. They are the development of traditional farmhouse products. They mainly integrate agricultural mechanization, science, industrialization, and ecological production methods, based on the display of technological agriculture and ecological agriculture. The content, the subsidiary agricultural product picking, sales, processing, and other activities, mainly attracts urban citizens and family groups.

From the analysis of the reasons why the current rural tourism industry is developing more rapidly than the urban tourism industry, it is that rural tourism meets the popular needs of tourism consumers. Compared with urban tourism, rural tourism has a lower level of consumption, greater choice, and the original scenery, no pollution of the environment, and the rich local characteristics of the culture are just incomparable

to the urban tourism industry with its large population, high density, inconvenient transportation, and lack of individuality in urban construction. High requirements for sexual and ecological consumption.

The development of rural cultural tourism is inseparable from production practice and subjective awareness activities. As a special spiritual culture, it mainly includes ways of thinking, moral sentiments, aesthetic tastes, and values. Integrating diverse ethnic groups, natural environments and vast rural areas can better create a rural cultural tourism brand. The main problems in the development of rural cultural tourism are concentrated in the rough form and single content, and some folk landscapes and performances are generalized. The development of rural tourism should ensure that farmers' income sources and employment opportunities can be increased to reduce brain drain. The development of rural tourism should ensure that the rural industrial structure can be effectively adjusted and optimized, and tourism development can drive production development, so that rural economic development can conform to the concept of sustainable development; improving traffic quality and ensuring smooth information flow are also important goals of rural tourism development one.

In the process of developing tourism, tourism resources should be fully protected, excellent national culture and spirit should be carried forward, and harmonious development between man and nature should be achieved; the development of rural tourism should also effectively improve rural hardware facilities; in addition, it should also be improved during the development process the humanistic quality and comprehensive quality of rural residents. With the good rural ecological environment as the background, develop rural health products such as diet therapy, drug health care, ecological health care, natural oxygen bar, etc. This kind of product overlaps with rural community products to a certain extent. The main difference is that rural community focuses on the experience of the whole rural life, and it is a completely open leisure and vacation product.

Operation and service are not the main features. On the one hand, health care products have relatively high requirements on the ecological environment and are often located in mountain villages with beautiful scenery and surrounded by mountains and rivers. The driving mechanism of rural tourism is based on the characteristics of rural tourism itself and is intended to provide rural the organic combination of various systems that provide motivation for the development of tourism industry is mainly composed of power system, demand subsystem, supply subsystem, support system and media system.

The power system of rural tourism in our country is analyzed. The demand system, supply system, support system and media system constitute the power system of rural tourism. These four systems are a unified whole and cannot be viewed separately. develop. The development process of rural cultural tourism includes many links, which requires it to reflect the characteristic mark of its products in every link --- "rural character". The population density, land use, mode of production, and settlement form of the countryside are all attractions for urbanites to go to the countryside.

2.2 Innovate the development model of rural cultural tourism with Chinese characteristics.

Fully integrating the three elements of "country, soil, and agriculture" into the clothing, food, housing, transportation, shopping, and entertainment of rural cultural tourism is the key to realizing rurality. The characteristic advantages of cultural tourism drive the further development of rural cultural tourism. The village collective is the development mode of the main body of development and operation. This mode is characterized by community village collectives investing in tourism destinations and developing and operating activities, in which villagers are directly engaged in tourism service management, and the decision-making of business plans and the distribution of benefits are dominated by participating villagers.

This mode can also be divided into the development mode of the village collective economy and the development mode of the village collective organization and the participation of the whole people, mainly based on the economic strength of the village collective and the general situation of the specific development organization. Dependent development mode means that the development of rural tourism products must be attached to some core resource or functional subject, that is, the developed rural tourism products are not independent in function, which results in the development status and functional attribute cluster being subordinate to a certain core resource. Functional subjects, such as scenic spots, development zones, tourist routes, central cities, etc. Dependent rural tourism products often have relatively single functions, are supplementary or supplementary products, and are often small in scale at the beginning of development. The driving factors are generally profit-driven, and the business model is generally family farmers and private investment. , collective cooperation or shareholding cooperation.

Of course, with the expansion of the scale or the strengthening of the main function, the dependent rural tourism products may also develop towards the independent direction. The development of rural tourism is not carried out blindly, but always follows certain principles: adhere to the principle of government policy guidance and measures to support, local governments should carry out local tourism development in an orderly, rational and restrained manner; the principle of active participation of residents The key to the effective advancement of local tourism projects lies in the cooperation of local residents; the principle of fair interest distribution, rural tourism resources are the common resources of the majority of farmers, it involves the common interests of the majority of farmers, and all parties must be considered in the distribution of interests To achieve a fair and reasonable distribution of tourism benefits.

3. CONCLUSION

The development of the rural tourism industry has given birth to a new growth point of rural economic development, transformed the rural production mode, optimized the rural industrial structure, prospered the rural economy to a certain extent, improved the quality of life of farmers, and improved the happiness of farmers' index. As it is an emerging rural industry, there are still imperfections. Therefore, we need to deepen the research on the driving mechanism and development model of rural tourism to ensure that the rural economy continues to advance steadily. On the other hand, in temple fair cultural tourism, the most folk art and rural cultural items should be actively disseminated, such as stilts,

social fire, gongs and drums, dragon lanterns, etc.; the third and most important aspect is to combine participation with The organic combination of ornamental features increases the wonderful experience of tourists, such as circus, juggling, dance and other forms that tourists join in the performance. The increase of labor positions has a certain role in promoting the adjustment of rural industrial structure. We should increase the research on the driving mechanism and development model of rural tourism to promote the rapid development of my country's socialist new countryside construction.

4. REFERENCES

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