

The Path and Countermeasures of Sustainable Development of Rural Tourism in The Era of "Internet +"

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Abstract: In recent years, rural tourism has become one of the most popular ways of traveling. To further improve and promote the development of this tourism model, the technology and correct use of the Internet can play a positive role. Through the Internet, tourism transformation and product upgrading can be realized, publicity efforts can be improved, and high-quality services can be provided. Based on some problems in the rapid development of rural tourism in China, this paper proposes rural tourism development strategies in the "Internet +" era. The path of sustainable development in the future.

Keywords: path and countermeasures, sustainable development, rural tourism, Internet +

1. INTRODUCTION

At present, with the development of the whole country, our country has entered the stage of mass tourism. On the one hand, this has played a role in promoting the rapid development of rural tourism. On the other hand, due to the lack of concept of operators and blind competition, many villages blindly imitate other ancient towns that have taken the lead in the development of tourism, resulting in serious homogeneous development of rural tourism, with similar products and services in different regions and lack of characteristics.

Since rural tourism now accounts for an increasing proportion of my country's tourism industry, problems in rural tourism are discovered and solved in a timely manner, and the organic combination of the Internet and rural tourism is promoted. How to promote the sustainable development of rural tourism has become the future of rural tourism. Development problems need to be solved.

Therefore, this article will start from the reality of rural tourism in my country, take Shanxi Province as an example, analyze the problems existing in the development of rural tourism today, and propose how to use the combination of "Internet +" and rural tourism to promote the sustainable development of rural tourism. The unique cultural heritage of the countryside is the lifeline for the sustainable and healthy development of rural tourism. "Staying in a homestay, eating farm meals, doing farm work, enjoying farm customs, and enjoying farm pleasure" should be the standard configuration of rural tourism, but in fact, many rural tourisms in In the process of development, the problem of over-commercialization appeared. They ignored the original natural landscape and unique culture of the countryside, and instead imitated the cities to build a series of leisure and entertainment venues, which greatly compromised the original ecological rural culture. If rural tourism continues to follow this unhealthy growth path, it will eventually decline. Online services are advocated in the era of the Internet economy, and it is also necessary to establish an O2O-marketing model and management interaction model in rural areas. Rural tourism is the main trend of leisure tourism in the future. The government and relevant departments should realize the importance of this emerging industry and establish a new online and offline joint development model.

Starting from the needs of tourists, combined with local characteristics, to meet more tourist experience. Compared with the traditional model, the online model is richer, and can provide a booking model for products and services, making the price more transparent, so it is easier to get the recognition of tourists. Local characteristic products can be promoted through the network marketing model, and the overall development of rural tourism can be promoted. Goes deep into the grassroots and strives to promote the sustainable development of rural tourism from all aspects. Relevant government departments should start from all aspects to help rural tourism flourish. First, use the network platform to provide targeted training and guidance to rural tourism management personnel, focus on improving the basic quality of employees, and then improve the overall service level.

2. THE PROPOSED METHODOLOGY

2.1 Sustainable Development Path of Rural Tourism in the "Internet +" Era

To create a "smart village", each village must establish a smart tourism rural service platform to realize online integrated services throughout the tourism process. Due to the backwardness of the rural conditions, the government should provide some technical support during the development process to help realize WiFi or data networks in scenic spots. full coverage. The third is to carry out product and service innovation with Internet thinking and help create characteristic rural tourism enterprises based on the unique local cultural heritage and natural landscape. The fourth is to change the traditional concept of tourism development through publicity and education, improve the awareness of environmental protection and sustainable development, and create "green tourism" and "eco-tourism". Rural tourism in our country is now basically based on ecological agricultural viewing, combined with some simple agricultural production experience, especially now that some original ecological market economies have gradually added to cities, which disperses tourists in rural tourism source. In addition, due to the influence of seasonal characteristics of crops, rural tourism not only cannot meet the needs of the urban population, but also causes serious damage to the ecological environment of the countryside and makes it difficult to get a respite.

In terms of tourism additional products, they are often uniformly customized on the Internet, lacking local characteristics of tourism, unable to attract tourists' attention, and the degree of market development will also be affected. Rural tourism in Shanxi Province is mostly based on local characteristic culture and human history. How to create products with cultural characteristics is also one of the ways to enhance the competitiveness of rural tourism in Shanxi Province. Rural tourism can cooperate with local vocational colleges. Vocational colleges set up relevant majors according to local needs, create targeted talent training models, implement school-enterprise cooperation, and strengthen vocational college students' participation in rural tourism enterprise internships. A group of urgently needed rural tourism counterparts. Of course, it also brings new challenges. This requires Internet companies to further create new products and improve innovation capabilities. They can adopt diversified methods, such as creating cultural models, and perfectly combining cultural features or local natural landscapes or cultures.

Establish a common information platform for rural tourism, improve and innovate its system, make the service system such as farmhouse more humane, create a one-stop tourism service for tourists, and promote its sustainable development. The first is the environmental protection system, which can be established by Relevant departments conduct environmental monitoring, protect the ecological environment, and implement green development. The second is the medical and health security system, which provides comprehensive and timely medical and health services for tourists, such as opening online medical services and setting up medical and health stations. The third is the transportation security system, the transportation department needs to cooperate vigorously to ensure the travel safety of tourists while ensuring the efficiency of tourism transportation. The fourth is the information use guarantee system. Information security is extremely important in the Internet age. Villages should ensure network security to ensure the information security of tourists and avoid information leakage. Since rural tourism is a tourism model independently operated by farmers, farmers do not use electronic equipment enough. Traditional slogans or word of mouth are often used in the promotion of rural areas, which makes the number of people who understand it insufficient. The tourist flow is not enough to support the further development of rural tourism.

2.2 Sustainable Development Strategy of Rural Tourism in the "Internet +" Era

From the beginning of the development of the rural tourism economy to the present, the rural tourism in Shanxi Province is also constantly improving, but it is affected by various factors during the development process and restricts the transformation and upgrading of rural tourism. Rural tourism needs more standardized and reasonable management and development. Provide personalized and diversified rural tourism experience for tourists. The emergence of the Internet has brought huge changes to all sectors of society. In terms of rural tourism, based on Internet thinking, we can create emerging smart tourism products that integrate characteristic rural cultural heritage, develop tourism APPs, and provide online landscape previews, marketing, and payment. And a series of services to meet the individual needs of customers to the greatest extent. Although rural tourism has been recognized by many people, its publicity, especially the effect of Internet publicity, is not ideal. On the one hand, the lack of relevant talents has resulted in insufficient publicity.

On the other hand, there is insufficient investment in funds, and the Internet's entry into rural areas is hindered by many factors. To this end, it is necessary to strengthen the promotion of the Internet and promote it as a means of building the first rural tourism brand. A new model of rural Internet marketing will be launched, and the price of tourism products will be closely integrated with the local natural scenery, folk culture, and product resources. Improve marketing efforts through resource integration. Uniqueness is the guarantee for the sustainable development of rural tourism. In the Internet age, there are various ways of publicity and marketing. It is not marketing but the product itself that restricts the development of rural tourism. If you want to win the favor of tourists in the highly competitive tourism market, you must work hard on the characteristics. This requires in-depth excavation of rural culture and folk customs to create an irreplaceable rural tourism experience.

The government should grasp the dominant position of rural tourism and formulate the standardization of the overall operation system and methods of rural tourism. First, the government should provide strong economic and policy support for rural tourism, improve the lack of information in rural tourism by investing funds, carry out informatization construction of rural tourism, and make rural tourism develop into smart tourism. Secondly, the government should also do a good job in the overall construction of infrastructure in the rural tourism areas under its jurisdiction, and make overall improvements in terms of sanitation environment, traffic control, green environment, and network foundation. In addition, the government should make full use of the convenience of the Internet to monitor the rural tourism economy and disperse passenger flow and apply GPS and other advanced technologies on vehicles to effectively control the personal safety of tourists. The first is the environmental protection system, which can be monitored by relevant departments to protect the ecological environment and implement green development. The second is the medical and health security system, which provides comprehensive and timely medical and health services for tourists, such as opening online medical services and setting up medical and health stations.

The third is the traffic guarantee system. The traffic department needs to cooperate vigorously to ensure the travel safety of tourists while ensuring the efficiency of tourist traffic. It can also use mobile APP, Sina, Netease, WeChat, Weibo, and other perfect platforms to expand marketing channels and make marketing and publicity system is more perfect. Set up a rural tourism SNS community to provide interactive functions for netizens, making tourist attractions a topic of daily discussion. In the modern era of multimedia and Internet technology development, virtual technology can also be combined with the tourism industry to increase user experience. In short, under the Internet, we should develop multi-modes of rural tourism to ensure better publicity of tourism, make it more local, and promote its development and progress.

3. CONCLUSION

Due to the increasing competition in the market economy, the "Internet +" proposed under the new situation has gradually become the fresh vitality of my country's economic development, promoting the rapid transformation of my country's traditional economy. Rural tourism should seize the opportunity of the Internet to integrate into the industry in its own development, constantly supplement and improve rural tourism through Internet wisdom, help rural tourism to

upgrade its quality and model, and make rural tourism healthy and sustainable with the help of the Internet. Sustainable development, committed to improving product innovation, product quality and service quality, but we must also see that there are still obstacles in the combination of the Internet and rural tourism, which needs to be analyzed and managed from various aspects to ensure its overall development and standardization develop. Realize the sustainable development of my country's rural tourism, and then drive the economic development of my country's rural areas.

4. REFERENCES

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