

Research on Rural Tourism Development Strategy from the Perspective of Rural Revitalization

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Abstract: With the comprehensive construction of a well-off society in my country, the pace of urban-rural integration construction is accelerating day by day. In this era, the strategy of rural revitalization has been proposed, which has attracted widespread attention from the whole society. How to revitalize the rural industrial economy has become a major research topic in front of many experts and scholars. As a key means of driving rural revitalization, rural tourism can not only revitalize the rural industrial economy, but also promote the prosperity and development of rural culture, bringing people spiritual and spiritual enjoyment. Based on this, based on the background of the rural revitalization strategy, this paper points out the problems existing in the development of rural ecotourism in my country according to the current situation of rural ecotourism development in China, and conducts an in-depth discussion on the development strategy of rural ecotourism under the background of the rural revitalization strategy.

Keywords: Rural Tourism; I Development Strategy; Rural Revitalization

1. INTRODUCTION

The rural revitalization strategy was formally proposed, and after five years of development, it has achieved remarkable results. In this development process, rural tourism has become an eye-catching measure to implement the rural revitalization strategy, and it is also a key starting point to promote all-for-one tourism. It plays a key role in promoting consumption upgrades and adjusting the structural relationship between supply and demand. Nowadays, more and more people are keen to go out of their homes and visit the natural and cultural scenery. The rural tourism industry has developed in an all-round way under this background.

Although the rural tourism industry plays a positive role in the implementation of the rural revitalization strategy, the development of rural tourism is still facing certain difficulties. Therefore, it is necessary to propose targeted solutions to promote the development of the rural tourism industry and promote rural revitalization. At the beginning of 2020, domestic tourism was completely suspended. Since May 2020, the country has begun to restart rural tourism in an orderly manner. By August 2020, leisure agriculture and rural tourism have received a total of about 1.2 billion people, a decrease of 62.50% compared with the same period in 2019.

Secondly, from the perspective of tourism revenue, the operating income of domestic rural tourism has increased significantly in recent years. In 2015, the revenue exceeded 440 billion yuan, and in 2019 the value has exceeded 850 billion yuan. Relevant data show that among the various domestic tourism resources, rural resources account for 70.00%, while the number of tourism participants only accounts for 30.00%, and the proportion of tourism consumption has not yet reached 20.00%. Therefore, domestic rural tourism is still Their broad prospects for development. Rural culture is the precipitation of national culture and historical culture and has irreplaceable historical and cultural value. However, with the modernization of the countryside, rural culture has gradually faded out of people's daily life, and the inheritance of rural culture has encountered a great impact, causing the future inheritance of rural culture to be full of unknowns and crises.

However, with the development of rural tourism, the rural culture that has been gradually forgotten has been discovered and utilized, endowed with new connotations of the new era,

and passed on. At the same time, the development of rural tourism has also enhanced people's concept of caring for rural culture, fully recognizing the preciousness of traditional culture, and promoting the inheritance and development of excellent rural culture. Increase the income of local people. In the process of developing rural tourism, local people provide high-quality agricultural products, idle houses, and transfer land by setting up homestays and farmhouses and participate in the development of rural tourism to achieve employment, making industrial income, wage income, and property income. The third is to increase the income of the village collective. In the process of developing rural tourism, the village collective increases the income of the village collective by using idle factories and schools to develop tourism. my country's rural tourism industry started late, and the development time is not long, and in the process of development, there are various problems due to the constraints of various factors.

2. THE PROPOSED METHODOLOGY

2.1 Problems Existing in Rural Ecotourism Development

Some rural tourism industries are too small to meet people's increasingly diversified and personalized tourism needs. At the same time, some rural tourism brand building awareness is weak, tourism product homogeneity is prominent, and there is a situation of "one thousand villages". Many rural tourism products under the banner of rural tourism are essentially "farmhouse fun" and "picking garden", which leads to the lack of characteristics of rural tourism. Lack of keen insight to grasp the development dynamics of the tourism market, service awareness and management awareness is relatively weak. If the peers achieve better results, they will rush to follow suit, lack of innovation awareness, and then lead to homogenization problems. From the perspective of tourism demands, tourists have personalized and diversified requirements for tourism products, but rural ecotourism practitioners are relatively insufficient in innovation ability, which makes them unable to fully meet the diverse tourism demands of tourists.

Having talents is the premise of development. To better develop rural tourism, efforts must be made to attract and retain talents in the tourism service industry, continuously inject fresh blood into the rural tourism industry, and let tourism service talents see the stable and good development

prospects of rural tourism. At the same time, it is necessary to continuously improve the infrastructure construction in the countryside, consider all aspects of the countryside, realize the all-round development of all walks of life in the countryside, gradually narrow the gap between the living environment, living conditions, and quality of life between the countryside and the city, and improve the ability of the countryside to attract talents. Attractiveness, improve the status quo of rural tourism development in a virtuous circle.

Rural governance is an important guarantee for rural revitalization, and it is also a guarantee for the development of rural tourism industry. The development of rural tourism should be planned systematically and rationally, coordinate the overall environment of villages and towns, and improve the construction of supporting basic service facilities. At present, a series of problems in the process of developing rural tourism require the supervision and governance of government departments. Government departments should implement standardized management of folk facilities and services, further improve the service quality and level of rural tourism, and create a clean, tidy, and comfortable rural tourism environment throughout the region. Based on departmental regulations. The grass-roots government communicates closely with the village committee to renovate roads, housing, and other infrastructure during the off-season to ensure that tourists can be provided with smooth traffic services and high-quality accommodation services when the peak tourist season arrives.

2.2 The optimal path of rural tourism development under the background of rural revitalization strategy

At the same time, efforts should be made to coordinate the relationship between villagers and tourists and inform tourists of the basic information of different villages. Electronic screens can be set up at the entrance of the village to display village maps, basic information, customs, and taboos, etc., so that tourists can quickly find various places to play. In addition, it can also distribute brochures, connect to service hotlines, build a tourist service center, enthusiastically help tourists answer questions, and bring tourists a good travel experience, thereby forming a good reputation and sustainable development. The grassroots government communicates closely with the village committees to repair roads, housing, and other infrastructure during the off-season to ensure smooth transportation and high-quality accommodation for tourists during the peak tourist season.

In-depth excavations can be made from the aspects of rural folk culture, rural scenery, ecological leisure, cultural and educational value, etc. Different regions form different characteristics, so that the scenic spot develops towards the uniqueness of history and culture, uniqueness of scenery, and uniqueness of food. Enhance the personalized characteristics of scenic spots. Good tourism economic benefits are the preconditions to support the rapid development of rural tourism. However, current rural tourism is still dominated by relatively low-level projects such as flower viewing, fruit picking, and fishing. Although it can attract tourists come, but it is difficult to retain tourists, and it is difficult to form comprehensive tourism benefits.

Suggestions for this: First, improve the basic tourism service facilities related to transportation, accommodation, catering, shopping, etc. in rural tourism spots, such as guiding the development of characteristic homestays with diversified

investment themes, strengthening the construction of accommodation hardware facilities, improving the quality of personnel services, and promoting the upgrading of homestays. To meet the needs of tourists to stay and provide material basic conditions. The comprehensive implementation of the rural revitalization strategy is to allow more villagers to share the dividends of development. By increasing the participation of villagers in economic construction, the employment problem in rural areas can be solved and the goal of increasing villagers' income can be realized. To achieve this goal, rural vocational education can be carried out, so that villagers can learn more professional knowledge according to their own needs, to broaden their inherent thinking and improve their abilities.

Ability is the foundation of self-development. It is better to teach people how to fish than to teach them to fish. We should pay attention to the cultivation of villagers' ability. Improve tourism projects, create high-quality tourism projects, and transform and upgrade key tourism projects. Second, create a closed-loop rural eco-tourism business operation model. Increase the promotion of rural eco-tourism through new media such as Weibo, official accounts, and short video platforms, and gradually increase the popularity of tourist attractions. Promote the deep integration of rural eco-tourism and green agriculture, sightseeing and catering and other related industries, and realize the "integration" of catering, sightseeing, accommodation, transportation, shopping, and entertainment. First, in daily operation and management, it should rely on big data and the Internet and other technologies make scientific predictions, respond to different customer needs and emergencies, and provide tourists with good and accurate systematic services in all aspects of clothing, food, housing, and transportation. While improving its own services, it is necessary to establish a tourism service chain with other rural tourism areas, combine with other rural tourism areas, and establish a rural tourism relationship network extending in all directions.

3. CONCLUSION

The development of the rural tourism industry can comprehensively improve the rural economy and contribute to the implementation of the rural revitalization strategy. Our country has a vast territory, and villages in different regions have different natural scenery, cultural customs, and humanistic spirit, which can all become valuable resources for the development of rural tourism industry. This paper proposes to actively change the concept of development, improve the quality of rural tourism services, carry out rural vocational education, and pay attention to financial and talent support. Facing the requirements of the rural revitalization strategy in the new era, rural eco-tourism should further improve tourism development planning and improve the comprehensiveness of employees. Quality coordinated development of ecotourism resources, improvement of infrastructure construction, further innovation of business operation models and other means to promote the high-quality development of rural ecotourism.

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