

Analysis of Rural Tourism Development Mode from the Perspective of Industrial Integration

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Abstract: Since the 1990s, China's rural tourism industry has completed more than 40,000 rural tourist attractions after decades of development. The number of tourists received each year reaches 500 million. It can be said that the rural tourism industry is a new growth point in the economic development of rural areas in China. The rural tourism industry is developing in the direction of scale and standardization. However, in the actual development process, based on the analysis of industrial integration, there are still many problems in China's rural tourism industry. Effective response measures shall be taken to promote the healthy and sustainable development of rural tourism industry.

1. Introduction

Rural tourism refers to the type of tourism industry that focuses on rural areas and uses rural-specific tourism resources to attract urban residents. Rural tourism developers use the natural, humanistic and social resources of the countryside to attract urban tourists. Watch travel items. As a traditional agricultural country, with the continuous development of China's tourism industry, the rural tourism industry has also received more and more attention. The tourism industry is a highly associative industry. It penetrates and interrelates with other industries and promotes the common development of tourism and other industries through the integration of resources, technologies, functions, and markets. In a sense, the integration of the tourism industry is a new type of business that has rapidly developed. It takes the market as the foundation, and takes the position of accurate integration as the precondition, and constantly innovates the development path of the industry. As the boundaries between industries gradually blur, the links between the rural tourism industry and the sports industry, the cultural and creative industries, the education industry, the sports industry, and the information technology industry have become increasingly close, gradually forming different industries and different industrial forms. The mutual infiltration and integration between the two organizations are the same as a new situation that complements each other and develops together.

2. Problems Existing in the Development of Rural Tourism Industry in the Context of Industrial Integration

Overall, the problem of single and homogenous tourism product structure in the development of China's rural tourism industry is very prominent. The mainstay of rural tourism is still traditional product models such as traditional farmhouse music and pastoral tourism. The content of tourism projects is also limited to food and beverage. With regard to accommodation and agricultural experience, as the consumer demand of tourists becomes more and more diversified, a single tourism product is increasingly unable to meet the needs of tourists. However, farmhouses are often privately owned by local farmers, which not only lacks management, but also lacks innovation in the form of monotony. Even though some farmhouses have introduced leisure and entertainment projects and agricultural experience projects, due to the fact that the product level still stays at a low level, the promotion effect of these products is poor. In addition, due to lack of awareness of their own superior resources and industrial integration, rural areas cannot convert their existing advantageous resources into brand effects. Not only is the degree of integration between regions low,

but also various types of resources have not been rationally optimized. The region did not establish a rural tourism brand image and could not form a strong brand effect.

No matter what kind of tourism products, it must be supported by profound cultural connotations in order to achieve longer-term development. However, at present, many rural areas are affected by many factors such as the economy and education, and their efforts in digging rural tourism culture are still far from adequate. There are 56 ethnic groups in China. Each ethnic group has a profound cultural heritage. The folk culture, food culture, dress culture, and architectural culture of all ethnic groups can all become important directions for the deepening of the rural tourism industry. These cultural characteristics are for tourists. It also has great appeal. However, in actual situations, in order to pursue the immediate economic benefits, many regions have developed rural tourism projects such as farmhouse meals, farmhouses, and other short-term income, and many ethnic minority art performances and customs and custom projects are only used as performances in large-scale scenic spots. The rural areas of the project, which actually originated, have not been seen so often, and the countryside in rural areas has become increasingly weak. Due to the lack of unique cultural identity, the problem of homogenization of tourism product structure in rural areas is becoming more and more serious. Tourism products lack cultural advantages and cultural connotations, and their comprehensive competitiveness is relatively low, which is not conducive to the development of rural tourism industry.

In rural areas, the residents' living areas are scattered and the rural tourist attractions are also scattered. As a result, the management of relevant functional departments is relatively difficult. The fundamental reason for analyzing the problems in the development of rural tourism industry is the lack of scientific and rational planning and management. In the following aspects: First of all, the rural tourism practitioners are mostly local farmers. They are limited by their professional knowledge. Both the management methods and business concepts are relatively backward, and many farmers follow the trend blindly. There is a lack of innovation in products and management methods, and there is a lack of unified planning for rural tourism in all regions. Each operator is responsible for their own interests and lacks a collaborative spirit, which ultimately leads to problems of disorderly development, repeated construction, and convergence. Second, the project development of rural tourism lacks reasonable planning. In most areas, a complete rural tourism planning plan will not be prepared. Even though some areas have developed development plans, they are mostly programmatic documents that are not formative and are not operational and targeted.

3. The Development Strategy of Rural Tourism Industry in the Context of Industrial Integration

At present, the problem of the monotonous structure of rural tourism products in our country and the lack of resources exploration are very prominent. The development of rural tourism products is the basic element for the development of rural tourism. In practical work, the integration of rural tourism and the following industries can be strengthened to enrich the structure of rural tourism products. First, tourism and culture are integrated with each other. Culture is the connotation of tourism products. Cultural content includes folk culture, farming culture, etc. For example, you can invite visitors to experience farming activities and participate in the production of agricultural products. These contents are different from urban civilization and can make visitors experience the local area better. Unique cultural atmosphere, comprehend the connotation of rural culture and enrich the tourist experience of tourists. Second, the integration of rural tourism and agriculture. The main function of rural tourism is to enable tourists to experience rural life, and rural life is closer to nature. Therefore, visitors can experience fruit planting in the countryside, growing vegetables, or feeding livestock, etc., and designing rural labor life as an experience link for tourism products. Visitors can appreciate the details of rural life and enjoy the fruits of harvesting. Again, the integration of rural tourism and convalescence care. The natural environment in rural areas is better than that in urban areas where concrete is spread all over the city. Urban residents are full of yearning for green mountains and waters, so rural tourism can be integrated with convalescence

health care projects to create original ecological tourism projects. For example, to provide all-natural ecological hotels, so that tourists live in huts, bamboo houses, or rented farmhouses directly. It is also possible to build tourism and health care projects specifically for middle-aged and elderly people, such as fishing gardens and customs activities, so that middle-aged and old-aged tourists can have the opportunity to relax and relax. The main customer groups of the health-care projects can be positioned as middle-aged and elderly people. Finally, the integration of rural tourism and education programs. Children growing up in the city are full of curiosity about the countryside, soil and nature. Most parents are not afraid of investing in children's education. Therefore, more rural education tourism projects can be developed so that urban children have more opportunities to learn about rural life. the way. For example, working on farms, helping to feed animals, visiting farms, and cognizing various types of plants, etc., cultivate children's habits of being close to nature and improving children's self-care ability.

In the process of the integration of rural primary industry, secondary industry, and tertiary industry, the government's policy support is crucial. The government functional departments should play their leading role and give more guidance and encouragement to rural industry integration. First, we must adjust the policy and set up a special management agency. The government should relax the current customs control, appropriately adjust the current relevant policies and set up a special management agency to conduct unified planning and management of the development of rural tourism, making the integration of rural tourism and other industries more smooth. Second, increase tax policy support. The integration of rural tourism projects and other industries needs to involve the construction of infrastructure, the cultivation of new types of rural business entities, and the improvement of tourism infrastructure. These require large amounts of financial support. The government must provide indirect funds through preferential tax policies. Subsidies will lower the threshold for financing, and use policies such as reduction of taxes and exemptions from taxation to encourage enterprises to invest in rural tourism projects, etc. to better solve the problem of insufficient funds in the process of industrial integration and development.

The development of the rural tourism industry must be based on rich tourism resources. In addition to natural resources and cultural landscapes, the tourism resources are the basis for its development. Therefore, in the development of rural tourism, the development of industrial integration must be scientific and reasonable. Planning, accurately grasp market trends, and reasonably position the integration of rural tourism and other industries based on market survey and analysis results. On the one hand, it is necessary to carry out district construction for the rural tourism industry, strengthen the management of rural tourism enterprises based on the overall layout, and divide the rural tourism projects functionally to reflect the characteristics of tourism projects in different regions and strengthen the infrastructure of tourism attractions. Construction to improve the tourist experience of the tourists. We will increase the links between cities, counties, and villages in rural areas and implement a joint development strategy. We will connect fragmented tourist attractions together to form a joint development force, build a unified brand, and conduct overall promotion. On the other hand, it is necessary to promote the integration of the rural tourism industry and the agricultural industry, increase the scientific and technological content and appreciation of agricultural production technology, highlight the characteristics of agricultural development, and enhance the innovation and product style of rural tourism products, and promote the tourism industry and agriculture. Develop together. In addition, it is necessary to strengthen the supervision of rural tourism projects, improve the standard system of rural tourism service quality, and formulate corresponding punishment regulations and penalties, and timely handle complaints from tourists. Establish management norms for rural tourism supervisors, increase the overall level of the supervisory team, and increase the enthusiasm and initiative of supervisors through scientific incentive mechanisms.

4. Conclusion

In short, with the continuous improvement of people's living standards, the development of the rural tourism industry has received more and more attention of experts and scholars, and has

gradually become a new research hotspot. Under the background of industrial integration, the rural tourism industry must keep pace with the times, keep up with the pace of development of the times, and promote its and other industries through the development of innovative tourism products, strengthening of policy guarantees, and scientific planning of rural tourism industry integration. Fusion. Of course, rural tourism industry will inevitably encounter many problems in the process of transformation, but we believe that with the continuous improvement of business management practices, actively summing up experiences and lessons learned in the transition process, and in line with advanced management experience, the rural tourism industry and agriculture will be Better integration, comprehensively promote the development of China's agricultural and other industries. The transformation and upgrading of the rural tourism industry is of great significance. The cooperation of many parties is required to ensure the success of its transformation. Therefore, the government and relevant departments need to pay more attention and help to the rural tourism industry and actively promote the transformation and upgrading of the rural tourism industry.

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