

Strategic Thoughts on the Development of Rural Tourism in Shaanxi Province in the New Normal

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Abstract: Shaanxi's rural tourism resources are advantageous in terms of conditions and forms, which have increased farmers' income and promoted the further improvement of rural civilization. Under the general trend of the new normal, we should combine the actual resources and advantages of Shaanxi with the development law and characteristics of rural tourism industry. The development connotation of rural tourism under the new normal is discussed. The evaluation index system of rural tourism development under the new normal is established, and the index weight of the evaluation system is determined. The research shows that the development of rural tourism in Shaanxi should continue to rely on folk culture to develop cultural resources; promote the linkage of surrounding scenic spots and the development of rural tourism clusters; create local brands and extend the industrial chain through innovative promotion methods to promote the upgrading of tourism industry.

1. Introduction

The new normal is a regular understanding of economic transformation and upgrading, and a high generalization of the stage characteristics of China's economic development. Rural tourism is a kind of tourism attraction with rural natural and humanistic objects [1]. Relying on the beautiful landscape, natural environment, architecture and culture resources in rural areas, and on the basis of traditional rural leisure and agricultural experience tourism, we will expand and develop new tourism modes of conference vacation, leisure and entertainment projects [2]. In this macro context, China's tourism industry will gradually get rid of the long-term continuation of the unconventional development model and enter the new normal of conventional development in an all-round way. In-depth development of existing products, launch of local brand-name products, and the establishment of ordinary tourism projects into boutique products. On this basis, the renovation and upgrading of the accommodation and dining environment will be strengthened, and a leisure agriculture and rural tourism product system with distinctive themes and outstanding characteristics will be created [3]. The development of rural tourism industry in Shaanxi is good, but the development constraints cannot be ignored. It is necessary to combine its own development advantages and resources under the new normal trend, adapt to the new normal, seize opportunities, and explore a new path for the transformation and development of rural tourism industry in Shaanxi [4].

Shaanxi is situated in the Yellow River Basin, where agricultural culture is developed. It is located in the center of the largest and most typical loess plateau in the world. There are Qinling Mountains, which are the boundary between North and south of China [5]. Villages and towns along the Qinling Mountains have become good places for residents to go out for a short time. The inherent growth and development vitality of rural tourism industry has also been unprecedented enhanced. The first step to apply it to rural tourism resources is to sort out and excavate the rural cultural resources, so as to make the history and culture blossom again in modern society [6]. Under the new normal, how to evaluate the development of rural tourism, how to better meet the consumer demand for tourism, optimize the upgrading of rural tourism products, and how to transform the power of rural tourism development [7]. For the same product, it can be designed into a variety of levels of demand, just as star hotels, the services enjoyed by different levels of consumption are also different. In short, it is necessary to provide tourists with equivalent or even value-added services.

In this context, upgrading rural tourism not only meets the requirements of economic structure optimization but also enables innovative development [8].

2. Current Situation of Rural Tourism Industry in Shaanxi Province

Shaanxi needs to integrate rural tourism and industry development in order to achieve a more flexible integration development model of rural cultural tourism industry in Shaanxi Province. It is suggested that in rural tourism, effective training of on-the-job personnel should be carried out in conjunction with the construction of "new countryside" so as to give tourists a new feeling of "new countryside" and "new fashion". At the same time, it is necessary to strengthen the management functions of the village and town governments, formulate a scientific management system, carry out macro-planning, and regulate the market [9][10]. This is also an important basis for the healthy development of rural tourism. The quality of rural tourism resources can be reflected from the quality of natural resources, the quality of human resources, and the quality of resource combinations. The status of rural tourism development can be reflected in four aspects: social conditions, service facilities, product innovation, and brand building.

The sustainable development of rural tourism resources mainly refers to the further development of rural tourism on the basis of protecting the ecological environment, which not only meets the needs of contemporary people, but also ensures that future generations can enjoy good natural resources. Shaanxi Province has rich local culture and characteristics, as well as its own unique rural tourism development model. Each region relies on its own tourism resources and cultural characteristics. Shaanxi is located in the northwest of China and has strong seasonal characteristics. Most of the rural tourism here is concentrated in the spring and autumn and summer seasons, which are more suitable for outdoor activities. The rural tourism activities in winter are relatively weaker. This requires that rural tourism cannot pursue short-term interests in development, and the development of environmental resources should be carried out under the premise of promoting healthy, coordinated and sustainable development of rural tourism.

The main body of rural tourism market is more diversified, the demand of mass individual market and special interest market is increasing, and the design of rural tourism products is more individualized and innovative. As a traditional agricultural backward area, there is a certain advantage in the development of rural tourism, because the factors affecting the will of tourists are not only the characteristics of tourists' life form. It is also significantly affected by the characteristics of rural tourism, rural tourism products and value for money. Increase the proportion of folk tourism, fitness tourism, and labor and leisure tourism in rural tourism. Improve the knowledge, interest and participation of rural tourism so that rural tourism can be revitalized.

3. The Route Choice of Shaanxi Rural Tourism Industry under the New Normal

Shaanxi has a vast territory, with different regional characteristics in northern Shaanxi, Guanzhong and southern Shaanxi. There are fewer features for developing products and more similarities. From the current situation of rural tourism development in Shaanxi Province, although great progress has been made, the form of tourism is still relatively single, and tourists' understanding of rural tourism is relatively single. Recreational activities are one of the contents of rural vacation products. Tourists are bound to take part in various activities during their rural vacation. Characteristic recreational activities can effectively detain tourists. Tourism projects that can be designed include: farm and ranch holiday products, rental farm holiday products, family holiday travel products, etc. In the new normal background, rural tourism has been carried out in the traditional way, and many drawbacks have emerged. The upgrading and structural adjustment of the rural tourism industry is in full swing. The evaluation system for rural tourism development under the new normal is shown in Table 1.

Table 1 Evaluation system of rural tourism development under new normal conditions

Index level		Weight
Rural tourism resources	Resource portfolio quality	0.102
Environmental protection status	Eco-environmental quality	0.305
Development of Rural Tourism	Social Brand Product Innovation	0.216

In the process of developing rural tourism in Shaanxi, the tourism industry will be restricted and the economy will be frustrated because of the lack of creativity or the obvious phenomenon of simplification. It is suggested that some tourism exhibitions should be held in conjunction with local festivals, unique customs and other folk festivals to show the strong atmosphere of rural tourism, using sound, light and electricity display. Or to distribute rural tourism materials, CD-ROMs, tourism pictures, showing the characteristics of rural arts and crafts and agricultural products. At the same time, the introduction of relevant rules and regulations to eliminate and resist bad civilized behavior, due to efforts in hardware improvement, software optimization, etc.

Shaanxi Province should continue to improve the management system of rural tourism and formulate an effective management norm and standard system for investors, operators and tourists. A large influx of tourists has prompted farmers in tourist destinations to take the initiative to learn tourism knowledge. From learning Putonghua and foreign languages to learning effective management methods, farmers in many places have a strong sense of market, and the concept of civility, courtesy and legal system has improved significantly. Focus on the development of local rural wisdom tourism. With the application of the Internet, the mobile Internet of terminals such as smart phones and tablets has exploded, and more and more tourists search and view relevant travel information through the Internet and make reservations and payments. Technology is the driving force that promotes the integration of rural tourism and product creativity.

4. Conclusion

This paper studies the strategic thinking of rural tourism development in Shaanxi under the new normal background. Shaanxi rural tourism industry needs to pay attention to the cultivation of talents, and can adopt internal training and external introduction. We will allocate high-level rural tourism talents to important departments in various regions. Rural tourism must be perfected and improved from the management system to the service quality, and reasonably exploited in combination with the characteristics of Shaanxi's regional folklore, so that it can develop healthily and orderly, and promote the overall development of rural tourism. Some innovative industries are encouraged to enter the scenic spots to upgrade the tourism industry. Finally, we will vigorously develop the common development of diversified economies, create new types of rural tourism in all aspects and enhance the level of rural tourism industry. Make full use of the smart tourism platform, publicize the local rural tourism products, engage in multimedia interaction with tourists, attract the attention of tourists, and jointly promote the intelligent development of rural tourism services.

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