

The Path and Countermeasures of Rural Tourism Sustainable Development Based on "Internet Plus"

Zhang Deping

Tourism Management Department, Wuxi Vocational Institute of Commerce, Wuxi, Jiangsu, 214153, China

email: 13912376041@139.com

Keywords: Internet, Rural Tourism, Sustainable Development, Path Countermeasures

Abstract: Now the social economy is developing rapidly, the process of urbanization is accelerating, the living standard of our people is improving gradually, with the development of network information, the situation of rural tourism in the new era based on "internet plus" is a good one, and it has become a new hot industry. Rural tourism industry has received great attention, in order to narrow the gap between urban and rural development, help social equity, improve people's happiness in life, the sustainable development of rural tourism deserves the relevant workers to continue to explore deeply.

1. Introduction

Entering the era of "Internet+", all kinds of industries in our country are facing new challenges, so we need to adapt to the operation mode of the new era as soon as possible, among which the traditional industry is hit more seriously, but if we can make rational use of the advantages of the Internet, it can help the industry to obtain more profits and make the unit scale to a higher level. The rural tourism industry, which has been using the traditional mode of operation, needs a new look to better cater to the development trend of the Internet.



Figure 1 "Internet+" era

2. The Development of Rural Tourism in the "Internet Plus" Era

2.1. Mainly Urban Tourists

Rural tourism positioning crowd for urban tourists, urban tourists work high intensity, life pressure, facing the contradictions in the work emotional family, in short, it is a headache things are overwhelmed. The rural tourism projects in our country are mostly set up for this kind of people, according to the characteristics of the urban population, to create the entertainment items that the urban people are not familiar with, and to provide a novel and relaxed living environment for the urban people. In recent years, the rapid development of rural tourism in our country, rural tourism as the core of the emergence of many original concepts and theories, such as poetic dwelling,

second residence, light construction, scene times and so on, these conceptual theories promote the enrichment of rural tourism content, form diversification, provide a new way for rural tourism management. Rural tourism workers rely on the unique geographical environment of the countryside, quiet and comfortable pastoral atmosphere, attract people who have long been used to see the traffic in the city, to meet their desire to escape the pressure of life for a short period of peace of mind. At present, the popularity of rural tourism has overshadowed many other popular tourism projects, becoming the first choice for urban people's tourism destination, and the proportion of rural tourism and other tourism data are many.

2.2. Rich Tourism Projects

Rural tourism projects are rich and diverse, common are Nongjiale, fishing ground fishing, farm picking and other entertainment projects. Closeness to nature can be seen in the urban crowd entertainment program shown in figure 2, as can be seen in the popularity of rural tourism projects such as looking for country food entering the view of the urban crowd.

Now there are many promising tourism projects and their surrounding derivative development projects in the countryside. Most rural tourism workers can develop their own tourism business according to their own advantages, make full use of local famous scenic spots, and extend the related catering accommodation and shopping services with rural local characteristics. Rural air quality is good, which is different from the urban air environment, which seriously endangers people's respiratory tract. At the same time, rural tourism workers consciously protect the local unique regional characteristics, meticulously maintain the shaping of folk customs and make it a golden sign to attract foreign tourists. Under the premise that the government supports the rural economy, with the advantage of the "Internet+" era, the new rural tourism model and the new tourism consumption model are explored one after another.



Figure 2 New patterns of tourism consumption

3. The Malpractice of Rural Tourism Mode in "Internet +" era

3.1. Lack of Innovation in Rural Tourism Projects

At present, most of the rural tourism units in China lack of innovation, such as fishing and picking activities or continue the most primitive rural tourism projects. Now in the era of "Internet+", consumers can intuitively understand the various projects and related evaluation of rural tourism units according to the graphic and text push of the web page or tourism app. At this time, it is necessary for the decision-makers of various tourism units to make objective evaluation and judgment on their own tourism projects and make efforts to make innovations in the projects. The purpose of rural tourism project development should be win-win for the countryside and the city, the countryside promotes the local economic development through the influx of urban population, and the city alleviates the population density through the environmental advantages of the countryside. However, at present, the great contradiction of rural tourism units is that the influx of urban population can not bring economic benefits to the local, but destroy the ecological balance of the countryside. The problem is that rural tourism managers consume local agricultural products, and do not learn to attract tourists from culture. Rural tourism operators should reflect on their own

business model and use the advantages of "Internet+" to transport their own rural tourism projects and crop-related products to the line[1].

3.2. There is no Scientific and Reasonable Management System

Now rural tourism units are self-employed, each doing their own, do not realize the importance of integrating resources to cooperate with each other. Although the government is vigorously supporting the rural revitalization project, many details are still not in place. For example, local government workers should make a good foundation to urge the local tourism units to work together for the sustainable development of the local tourism economy. Rural local tourism units because of the same entertainment projects, fierce competition between each other, collision, not only harm their respective economic interests, but also not conducive to the sustainable development of rural tourism. At this time, it is necessary for the local government staff to intervene and coordinate, participate in the project development of the rural tourism unit, integrate the resources of the local overall tourism unit, arrange the reasonable project setting, plan it scientifically, and integrate the opposing project resources into a set of rural tourism routes, which can not only benefit the local harmony, but also bring pleasant experience to the foreign customers, and indirectly promote the sustainable development of rural tourism. It avoids the negative impact on the local tourism economy caused by the management of rural tourism units. The scientific and reasonable management system lies not only in the project structure, but also in the staff structure of the rural tourism unit. The scientific project setting has the support of the local government, and the scientific structure of the staff needs the reasonable arrangement of the leaders of each tourism unit. The personal service accomplishment of the staff will directly affect the entertainment experience of the tourists. In addition, the cleaning work of rural tourism units does not achieve environmental hygiene, which will also bring extremely poor leisure experience to foreign tourists. The sustainable development of rural tourism depends on the scientific and reasonable management system, but at present, there is no good scientific management consciousness in many rural tourism units in our country, which hinders the local economic development and the sustainable development of rural tourism industry.

3.3. Insufficient Publicity on the Rural Tourism Line

Rural tourism workers in the "internet+" era do not make the most of the advantages of online and offline interoperability, some of them because they are not familiar with the "internet+" business model, do not know how to use, while the other part is not aware of the importance of online publicity, do not want to spend time online. The traditional offline propaganda mode has little effect on promoting the development of the local rural tourism industry. In the era of information explosion, most of the tourists get the information of scenic spots from the related tourist websites and mobile tourism applications. Rural tourism workers propaganda work is not targeted, the natural effect is not big.



Figure 3 Mobile tourism applications

4. Solutions to the Sustainable Development of Rural Tourism in the "Internet Plus" Era

4.1. To Perform Government Functions

The local government should intervene in the management of the local rural tourism industry, carry on macro-control to it, and make scientific and reasonable development plan for the local tourism unit. First, the local government should introduce relevant policies to vigorously support villagers in the development of rural tourism projects, which can not only improve the quality of life of local villagers, create a sustained and stable economic source for local villagers, but also promote the development of local economy and politics. Second, the relevant government staff should help the workers of tourism units to carry out the development of rural tourism projects in the "Internet+" era, popularize the knowledge of Internet information technology for the local villagers, and urge the workers of tourism units to carry out on-line propaganda independently to drain the rural areas. Finally, the local government needs to do a good job in the construction of the basic rural environment, such as the rural road is in disrepair, the problem of transportation environment is not convenient to solve, in addition, the local information network also needs the professional staff to carry out regular maintenance and repair.[2].

4.2. Online and Offline Co-Development

The advantage of "internet+" is not only to help villagers to publish local tourism information on the Internet for publicity and drainage, but also to improve their own entertainment facilities through the feedback of online tourists. Local tourism workers should learn to use the emerging new media, their own agricultural products and related derivatives packaging marketing, catering to modern consumer consumption ideas, its good. Its own agricultural and sideline products into the passenger flow of several major e-commerce platforms for online sales, can greatly increase product sales. At the same time, rural tourism managers should assign relevant staff to release and update tourism information regularly in the well-known tourism app, so as to facilitate tourists to obtain the latest travel information, improve tourist satisfaction, and implement the star-rated tourist evaluation system to obtain real-time feedback.

5. Conclusion

For the sake of rural people's quality of life and the sustainable development of rural tourism in the era of "internet plus ", this paper briefly analyzes the present situation of rural tourism development in our country, points out some drawbacks of rural tourism industry in our country and puts forward some concrete and feasible reference suggestions for it, hoping to provide some new ideas for rural tourism operators to help the quality of local tourism industry and the improvement of innovation, the improvement of management and marketing mode and the mobilization of sustainable development of rural tourism industry.

References

- [1] Ma Jie. The sustainable development path and countermeasures of rural tourism in the era of "Internet+". China Business Theory, no. 18, pp. 60-61, 2019.
- [2] Ma Xuanxuan. Explore the sustainable development strategy of rural tourism in the era of "Internet +". Modern Marketing (Business Edition), no. 10, pp. 38, 2019.