

Research on the Development of Tourism Culture Based on the Construction of Beautiful Countryside

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Abstract: In recent years, with the development of rural revitalization strategy, our country has shifted the focus of tourism development from the city to the countryside, constantly promoting the development of rural construction towards a more natural, harmonious and original ecological direction, but also promoting the construction of rural tourism, driving the development of local economy, thus narrowing the gap between urban and rural areas. However, in today's beautiful rural tourism culture development process, there are still some problems that need to be paid enough attention to by the government, strengthen financial support, innovate construction plans, promote rural tourism through multiple channels, and continuously promote the implementation of rural revitalization strategy. This paper mainly discusses the significance of the beautiful rural construction and the current situation of tourism culture promotion and puts forward specific development strategies to help the rural areas to realize the transformation of tourism culture.

1. The Link between the Construction of Beautiful Villages and the Development of Tourism Culture

In the course of China's thousands of years of historical development, many splendid cultures have been left behind. However, these cultures are more and more forgotten in the continuous development of the times, and the rise of information society makes people receive more and more information without nutrition, which leads to a lot of cultural differences. And the countryside for the city, has more historical value, accumulated a long culture. The construction of beautiful rural tourism industry is to enable tourists to relax in nature, to obtain a pleasant mood through various leisure activities of Nongjiale, to feel the local cultural history in the process of rural tourism, to promote cultural exchanges in various regions, and to realize the continuous inheritance and development of rural culture.

Tourism culture is a kind of management idea of tourism industry, which means that tourists feel the interest of various natural landscape and tourism activities through enriching the content of tourism in the process of tourism, so as to meet the needs of tourists for cultural diversity. This requires the tourism industry to be able to form a unique cultural form, attract tourists to join them constantly, and share the history and culture of various places. The combination of tourism culture and beautiful rural construction can promote the continuous inheritance and development of rural culture. The construction of the beautiful countryside must contain a strong local culture flavor, this local culture carries the local material, spiritual life, production mode, folk customs and so on, which has regional characteristics. There are two kinds of cultural forms, material and non-material, non-material cultural forms mainly refer to the local intangible cultural forms, such as handicraft, spiritual civilization, folk art, folk customs and so on; and material cultural forms mainly refer to some visible cultural forms, such as places of interest, village buildings, farming appliances and so on, which have a long history and culture, which have a good enlightenment effect on tourists. [1].

Beautiful rural construction is a major strategic arrangement put forward by our country in the 19th National Congress of the Party, in order to be able to build the countryside into a beautiful countryside with beautiful environment, pleasant living and convenient transportation, so as to

promote the realization of the goal of building a well-off society in an all-round way. The construction of beautiful countryside integrates the concept of urban and rural development, carries on the overall overall planning to the countryside, carries on the standardization construction in sections and districts, takes the traditional cultural characteristics of the countryside as the starting point, does not damage the local characteristics and the natural ecological environment in the construction process, takes the local conditions as the principle, realizes the harmony and unity of Jinshan Silver Mountain and Green Water Castle Peak; the rural tourism attracts people mainly the rural natural ecological environment, the unique folk customs, the beautiful pastoral landscape and the activities of sightseeing, shopping, experience, vacation, study and so on [2]. With the continuous maturity of tourism culture management concept, tourists from the beginning of the tour, sightseeing simple tourism into a learning culture, washing the soul of in-depth tourism, further let tourists in the process of tourism to form a sense of belonging, constantly explore the local history and culture, learn the local tourism business style and apply it to their own production, life, promote the continuous integration of urban and rural culture, further promote the revival and innovation of rural culture, to achieve the great goal of rural revitalization.

2. Current Development of Tourism Culture Based on Beautiful Countryside Construction

In recent years, with the development of the strategy of rural revitalization, people will choose the destination of tourism more in the countryside, so that from 2012-2019, the number of rural tourism in our country is increasing, as shown in figure 1. From the table, we can find that the number of people going to the countryside has increased sharply since 2015, and by 2018, the number of rural tourism in our country has reached about 3 billion. In addition, China's rural tourism population reached 1.5 billion in the first half of 2019, an increase of 10.2 percent over the same period last year [3].

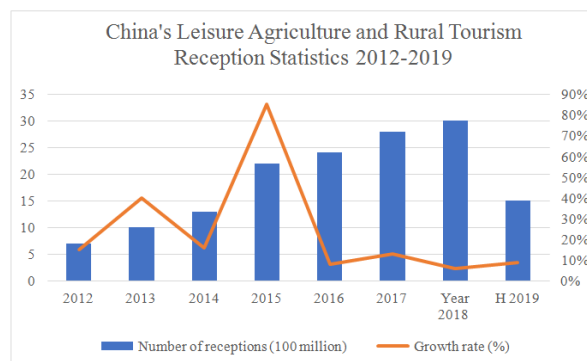


Figure 1 Statistics of tourist arrivals

The emergence of this phenomenon is closely related to people's per capita disposable income, the continuous development of our country's social economy has promoted the improvement of per capita income, people no longer only pursue the food and clothing of life, the satisfaction of spiritual life is also one of the goals people are pursuing at present. Compared with urban tourism, rural tourism can attract people with its simplicity, nature, uniqueness and freshness. According to the survey, since 2013-2018, the per capita disposable income of Chinese residents has been increasing, as shown in figure 2, the increase of disposable income has promoted the continuous development of rural tourism industry, provided more financial support for the construction of beautiful villages, and continuously promoted the development and innovation of tourism culture.[4].

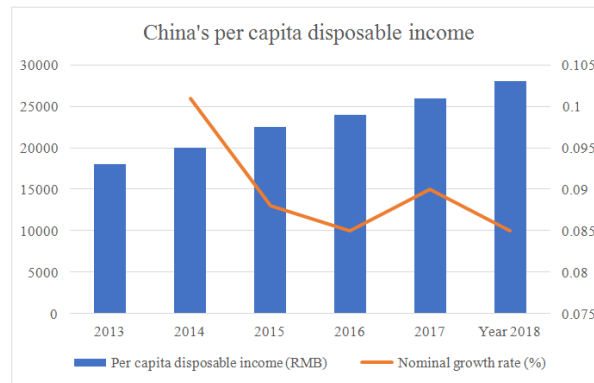


Figure 2 Disposable income

Although the development of rural tourism industry in China is more and more rapid, because of the late development of rural tourism, the construction of many mechanisms and systems is not very mature, which has an impact on the development of tourism culture, which can be mainly attributed to the following points.

2.1 The Excavation and Promotion of Rural Culture is not Comprehensive

In the process of promoting the construction of rural tourism culture, many places in our country promote the development and construction of rural areas. However, the cultural characteristics of each place are different because of the vast wealth of land in China, so to make the local rural tourism stand out in many places, we should dig deep into the local cultural characteristics and let the tourists feel fresh and fresh, which can attract more people to go. However, now the tourism industry only attaches importance to the construction of rural environment and facilities, has not yet carried out a profound excavation of culture, tourists can not feel the unique cultural charm of the local difference from other places in the course of the tour, it is difficult to return to this place to travel, the loss of visitors, to some extent hinder the continuous development of rural tourism culture.

2.2 Lack of Innovation in Rural Planning

Today's world is a world of technology and information, the construction of beautiful villages only on the basis of preserving local cultural characteristics and information technology, new industries can attract more tourists to attract, but also more in line with the requirements of the development of the times. However, the current rural tourism culture industry construction has not yet realized the integration with the new industry, new technology, but only combined with the local characteristics to build some infrastructure does not reflect the local unique culture. In addition, the construction of some landscape buildings has not integrated innovative cultural elements, but only copy the standards of urban construction, it is difficult to show rural culture, the variety of rural agricultural products is relatively single, tourists can not bring all kinds of local specialties when returning from play, which brings obstacles to the exchange of tourism culture.

3. Specific Measures for the Development of Tourism Culture Based on the Construction of Beautiful Countryside

3.1 Fully Explore the Local Folk Culture Characteristics

The construction of the beautiful countryside based on the development of tourism culture should fully explore the local folk culture characteristics. The local culture should be collected and collated before planning and construction, and visits and surveys should be organized if necessary. In order to avoid the waste of a large amount of human and material resources in the course of the investigation, the government should organize the village committee to send the task of cultural collection to each individual villager, and then the committee will organize the report to the government department, so that the local cultural characteristics can be fully understood from the

masses, and the rural construction on this basis can truly serve the people and improve the rural life. In order to improve the enthusiasm of villagers to reflect the rural culture should build a corresponding incentive mechanism.

3.2 Promoting the Formation of New Tourism Culture Industries

In order to promote the development of rural tourism culture, it is necessary to promote the formation of new tourism culture industry and develop tourism culture products actively. For example, we can develop sightseeing agriculture (as shown in figure 3) to advance on the basis of beautiful rural construction. Furthermore, innovation in cultural products needs to be strengthened and different products should be developed for different audiences. For the elderly, health products should be the first priority; for young people, learning and recreation products should be the main focus [5]. However, in the development of products should fully combine the local cultural characteristics, so that the developed products can not only meet the needs of people, but also promote the local culture, and then promote the income of local residents, promote the formation of new industries, and promote the development of tourism culture.



Figure 3 Rural extension construction

3.3 Strengthening Multi-Channel Rural Extension

In the construction of the beautiful countryside, the tourism industry should strengthen the propaganda to the countryside, can make use of the current mainstream media forms, such as WeChat, shaking sound, Weibo and so on, and use the form of self-media to strengthen the propaganda and promotion of the rural tourism culture, so as to attract more tourists to watch and fundamentally increase the passenger flow [6]. In addition, the government should strengthen the support for the construction of beautiful villages, increase the financial allocation, improve the construction of rural infrastructure and cultural facilities, and enhance the cultural connotation contained in the products, so as to be able to maintain competitiveness in many tourism projects.

4. Conclusion

To sum up, the rural tourism culture of our country is in the process of continuous development, and the tourism culture promotion based on the beautiful rural construction should have the unique cultural characteristics of the local area, combine the various characteristic industries, and further attract more tourists to come to see it. In this process, constantly promote the development of rural tourism industry, promote the inheritance and blending of culture, so as to better achieve the strategy of rural revitalization.

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