

Research on the Integration of Rural Tourism and Cultural and Creative Industries in the Context of Global Tourism

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Abstract: Under the background of global tourism, the combination of rural tourism and cultural and creative industries is the trend of industrial structure adjustment, which is of great significance for the rational use of tourism resources. In the actual situation, the combination of the two should not only pay attention to the content and resources of local cultural characteristics, but also fully tap the advantages of local resources and strive to form a characteristic rural cultural tourism industry. This paper will study the integration of rural tourism and cultural and creative industries under the background of global tourism and put forward strategies.

1. The Significance of the Integration and Development of Rural Tourism and Cultural Creativity

As we all know, if tourism is to develop, it must be constantly innovated and created. In the process of tourism development, rural tourism is closely related to the development of cultural and creative industries, and the combination of the two can effectively improve economic efficiency. At present, global tourism is an important feature of social economy and cultural development, which has an important influence on economic development. The integration of rural tourism and cultural and creative industries under the background of global tourism can help the tourism industry to adjust its structure reasonably and optimize its development direction. In the actual situation, the integration of development is the overall consideration of social tourism resources, which is conducive to the optimal allocation of social resources.

Global tourism is a new way of cultural consumption proposed in the new era, and it is also one of the witnesses of China's economic growth. In the new era, global tourism is a new understanding and new thinking, but also a new driving force for economic development. Cultural tourism has become an innovative and creative industry at this stage. Although different regions have different development order, but as far as the law of economic development is concerned, the development of the three industries presents an objective trend, and rural cultural tourism is a new industry spawned by the Internet. For the Internet, the characteristics are the best development direction. Therefore, the integration and development of rural tourism and cultural and creative industries is of great significance. In 2013, the number of tourists nationwide was 3.2 billion; it is expected to reach 6 billion by 2020. Statistics show that 70% are people's spontaneous organization and individual tourism, and only 30% are team tourism, which shows that China has entered the era of cultural consumption autonomy. Therefore, the rural cultural tourism industry in the context of global tourism is facing both great challenges and new opportunities. In the development of tourism industry, we must seize new opportunities, give play to new advantages, and vigorously develop rural tourism industry. From a practical point of view, the combination of tourism and cultural creativity is a way and carrier of economic growth, which can make more understanding of the advantages and characteristics of rural tourism, and can also improve the degree of optimization of resources. After the combination of the two, we can also innovate the management mode of the rural tourism industry, so that the rural tourism industry is also full of characteristics. The integration and development of rural tourism and cultural and creative industries can not only rely on local tourism resources, but also combine cultural and creative to show the characteristics, which can not only meet the needs of tourists, but also inherit and carry forward the local characteristics.[1].



Figure 1 Greenhouse plants

2. Actual Situation the Integration of Rural Tourism and Cultural Creativity

In the process of rural tourism development, it will take a long time to realize the integration of cultural creativity and it will also have many problems, but this is a necessary process for the development of rural tourism in China, we must pay attention to the problem and solve the problem. The following is the actual situation of the integration and development of rural tourism and cultural creativity.

2.1. Lack of Overall Planning and Backward Linkage Development

The combination of rural tourism and cultural entrepreneurial industry requires not only the innovation of some characteristics and social resources, cultural resources and tourism resources of the countryside, but also the expression of its use of different cultural forms through innovation. In showing the connotation of rural culture colleagues, but also must let some rural excellent culture into people's vision, play the role of inheriting culture. To sum up, rural cultural resources can be continuously developed only by means of cultural and creative display. But in the actual situation, many rural development in our country is too lagging behind, its characteristic cultural and creative industries have not been better developed, and the economic benefits of rural people in tourism development are very low, and the regional linkage is weak. Therefore, in order for cultural and creative industries to truly have rural characteristics, it is necessary to make overall plans for the countryside, respect the wishes of the rural people, and fully develop rural tourism resources[2].

2.2. The Industrial Chain is Not Perfect and the Development Stamina is Poor

After the combination of rural tourism and cultural and creative industries, rural tourism should be allocated according to rural resources, such as agricultural products, living habits and rural natural resources, so that the way of rural tourism can really change. But at present, the rural tourism and cultural and creative industries in our country are still in the stage of development, the industrial chain has not been developed, and its characteristic tourism projects and products are also very few, which can not be developed together with other regions and regional development. At the same time, the development of rural tourism has poor stamina, insufficient resources and can not be well developed, which leads to its relatively single development. To this end, the goal of rural tourism should be clear, constantly develop the additional products of cultural industry, expand and develop the industrial chain, constantly build new visiting centers, such as farms, special places of residence, rural cuisine and so on, and strive to display the characteristics of rural tourism[3].



Figure 2 Rural tourism

3. The Integration of Rural Tourism and Cultural Creativity

3.1. Government Needs to Strengthen Service Awareness

In the process of combining rural tourism with cultural creativity, local governments should take the initiative to play a service role. In the process of implementation, the government should formulate relevant policies and provide rural tourism managers with certain development funds and technical means. In the process of propaganda, the government should also strengthen the tourists' understanding of the local area in combination with the actual situation, and further enhance the tourism company's sustainable development of the local area. In addition, the government should make efforts to introduce foreign investment, invite experts to assess the characteristics of local tourism professionally, and use government functions to help rural tourism development and financing activities in the colleagues who provide funds. Finally, the government should also take into account the integration of cultural and creative industries and rural tourism industries when formulating relevant policies.

3.2. Strive to Cultivate High-Level Talents for Tourism Innovation and Development

Talent resources are also one of the important factors in the integration and development of rural tourism and cultural and creative industries. Talent plays an important role in every field. In the process of developing rural tourism and cultural and creative industries, the local government can cooperate with outstanding students majoring in tourism in colleges and universities, and can cooperate with colleges and universities in the export of talents, constantly cultivate talents conducive to the development of local tourism, and continuously promote the development of rural tourism. In the implementation of the talent strategy, efforts should be made to build a team that can provide a better direction for the development of local tourism. Talent can better help the innovation and development of tourism management model, in the process of cultural and creative integration, talent put forward strategies can be in line with the local situation, more conducive to the proposal of cultural creativity. Moreover, cultural creativity is an ideology, which needs the support of talents more. Therefore, the integration of rural tourism and cultural and creative industries must strive to cultivate a high level of tourism innovation and development talents.

3.3. Establishment of Village Tourism Cultural and Creative Parks

The establishment of a rural tourism cultural and creative park can better promote the integration of rural tourism and cultural and creative industries, and can be combined with the local scenery of cultural creativity and cultural monuments. Rural tourism cultural and creative park is also a process of continuous development, to pay great patience, it needs not only to combine rural natural resources, but also to create ecological, sustainable development. Rural tourism cultural and creative park in the actual situation, more for customers as well as products, for example, in rural

tourism some characteristic products, managers can place them in the rural tourism cultural and creative park, so that customers in the visit colleagues to accept the product invisible publicity, not only to let customers fully feel the characteristics of the tourist, but also to let customers in the cultural and creative park to feel the advantages of tourism products.

3.4. Rural Tourism and Cultural and Creative Integration Using Technical Means

Technology is the key speed to support the integration and development of tourism industry. Tourism industry and other industries need more advanced technology to support. Technology can make each structure optimize and integrate, let each other learn from experience, at the same time give a good platform, so that rural tourism has more development characteristics. Rural tourism needs to rely on advanced technology to support, combined with cultural and creative industries, in the development of rural tourism to show the characteristics and traditions of local cultural resources, to create high-quality tourism products rich in rural cultural characteristics and cultural connotations, and to promote the maximum use of local tourism resources. In the process of combining rural tourism with cultural creativity, the support of technology can cooperate with the innovation of management mode and promote the better development of rural cultural tourism.

3.5. To Continuously Formulate Reasonable Strategies in Light of the Actual Situation

Rural tourism and cultural and creative industries to get better integration and development, we must combine the actual situation to formulate a reasonable strategy, in line with the local actual situation. At the same time, we must constantly improve the service situation of rural tourism, strive to meet the needs of customers, give full play to the characteristics of rural culture, actively express cultural creativity, and improve customer satisfaction. In addition, managers should constantly improve marketing means, such as homemade farm rice activities and so on, so that more customers can see the interest and particularity of rural tourism. Technology and management are applied simultaneously in the process of rural tourism integration and strive to promote its sustainable development.



Figure 3 Modern rural agriculture

4. Conclusion

To sum up, under the background of global tourism, the development of the integration of rural tourism and cultural and creative industries should be in line with the local reality. In the process of paying attention to the development of cultural industry, we should also pay attention to the actual benefits of rural tourism. In short, the combination of rural tourism and cultural and creative industries is conducive to the improvement of comprehensive cultural literacy, and more conducive to promoting the development of multi-economic culture in rural areas.

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