

## Research on the Sustainable Development Path of Rural Tourism in Shaanxi Province

Xiaoli Liu<sup>\*</sup>, Zhongxiang Zhao

Xi'an Eurasia University, 710065, China

<sup>\*</sup>corresponding author

**Keywords:** Rural Revitalization, Rural Tourism, Poverty Alleviation, Sustainable Development

**Abstract:** The report of the 19th National Congress of the Communist Party of China puts forward the strategy of Rural Revitalization. As a benefit project, rural tourism construction is an important part of Rural Revitalization. This paper analyzes the problems and deficiencies in the sustainable development of tourism in Shenmu characteristic towns, and puts forward the construction of sustainable poverty alleviation model and development countermeasures.

### 1. Introduction

General secretary Xi Jinping put forward the 19 National Congress of the Communist Party of China in the strategic report on Rural Revitalization, emphasizing the priority of developing rural agriculture, realizing the strategy of rural revitalization, meeting the general needs of "prosperous industry, livable ecology, rural civilization, effective governance and rich life". We will establish and improve the system, mechanism and policy system for the integrated development of urban and rural areas, and accelerate the modernization of agriculture and rural areas. We have attached great importance to the revitalization of rural areas, and made serious and orderly progress in rural construction throughout the country, with some achievements. Rural tourism, as a new type of economic industry combining agriculture and tourism, was written into the outline of poverty alleviation and development in rural areas of China in 2011. The concept of "tourism +" is put forward in several opinions on the development of new kinetic energy. In September 2017, the Ministry of Agriculture issued the guidance on vigorously developing leisure agriculture. We attach great importance to poverty alleviation. Tourism poverty alleviation is becoming an important force of rural poverty alleviation in China with its strong market advantage, new vitality, strong hematopoietic function and huge market driving force.

### 2. The Current Situation of Tourism Development in Shenmu Characteristic Towns

#### 2.1. Regional Background of Characteristic Township Tourism Development

Xiantao is located in the northwest of Shaanxi Province, bordering Mongolia and Shanxi. Shenmu city has convenient means of transportation. The urban area is only 100 kilometers away from the two airports of Yilin and Ordos. It forms a connected transportation network with other states and highway cities. The superimposition of high-level and regional strategic planning, such as "belt and road" of traffic situation, joint development of Beijing, Tianjin and Hebei, urban agglomeration of Honghe, and general revolutionary area of Gansu Province in Shaanxi Province, has given Sumu city. The energy and chemical base of national Shaanxi will come for more development opportunities. Shenyang has a long history and ancient culture. The largest existing prehistoric city remains are Sujie, rich Yangjia City, unique ancient town, vast Yalang mountain, majestic Tiantai Mountain and Xijin Temple surrounded by pine trees and Chongshi. Scenery. There are many historical figures here, and the famous Huagang and Ouyang's song of pine trees in xinqinjun is derived from them. Suna, sankes, red wine songs, stories and other folk musical instruments, carpets, hand-made fabrics, bronze products, and other intangible cultural heritage have become regional cultures with unique regional characteristics different from other regions. At

the same time, it has a unique geographical location and unique geographical advantages. It is located in the transition zone between loess hilly area and Inner Mongolia grassland. Like a geographic bonsai, it collects all kinds of geographical features, such as platforms, hills, grasslands, lakes, etc. The whole city is surrounded by the walls of Ming City, the hills in the south, the Gali area, and the beaches in the north. In addition, Shenmu is known as an ancient revolutionary area. At the same time, the lives and battles of the party and state leaders and international friend Bedouin are left behind. Abundant natural resources and unique human resources lay a good foundation for the development of Shenyang rural tourism.

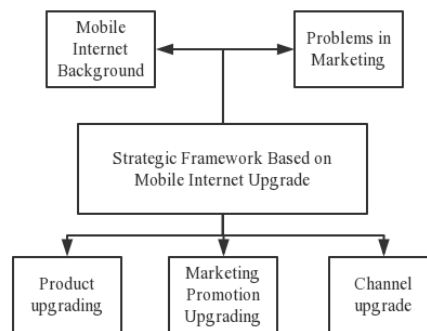


Figure 1 Research framework

## 2.2. Characteristics of Tourism Development in Shenmu Characteristic Towns

Shenmu has the advantages of natural and cultural tourism resources. With the old city of Seto as the center and the unique natural landscape and folk custom along the Yellow River as the penetration, the tourism development pattern of "one center, seven regions and four belts" has been formed. However, the development of global tourism is not perfect, regional culture is not fully explored, and the efforts of product development are not satisfactory[1]. The particularity of tourism industrial structure has caused serious "people flow" in beautiful places. Each tourist attraction will be closed independently. There is no continuity of space between those. It can not form regional development and play a role.

## 3. Problems and Deficiencies of Sustainable Development of Tourism Poverty Alleviation in Shenmu

### 3.1. The Tourism Development in the Whole Region is Not Perfect, and the Government Departments Lack of Overall Planning

Global tourism is based on traditional tourism and geographical boundaries, breaking industry boundaries and industry boundaries, and taking a specific region as the overall planning and layout of the panoramic region, comprehensively managing and promoting tourism through "tourism +", deep integration and main, the development of the second and third industries will promote the overall elements of the region and the entire industrial chain, and realize the new pattern of tourism development of the whole society. Some towns and government departments do not have clear development ideas, and the mode is relatively single. The development of tourism in the whole region is not complete, and there is no unified planning. The government department is a factor limiting the sustainable development of tourism poverty alleviation in the city[2]. To make scenic spot operators and local governments no longer rely on ticket revenue, but to transform a "scenic spot tourism" into a development mode of "global tourism", this requires relevant departments and leaders to establish the development concept and development concept of global tourism, improve the construction of supporting infrastructure, improve the service level of scenic spots, and increase the development of "good" and "new" tourism products, Carry out "joint venture cooperation" with surrounding scenic spots, build a complete industrial chain, and promote the sustainable development of tourism poverty alleviation.

### **3.2. The Integration of Agriculture and Tourism is Not High, and the Development of Modern Agriculture is Weak**

The integration of rural agriculture and tourism in Shenmu is still in its infancy. The integration is not close enough, the overall development level is low, the industrial chain is short, the accuracy and novelty of product development are insufficient, and the development is not perfect. The combination development of agriculture and tourism industry is slow, lacking the good impetus of the integrated development of rural industry. Agricultural and sideline products are single, lack of well-known agricultural products and good service level, and similar products and poor competition still exist. The comprehensive tourism benefits and industrial driving capacity have not been fully developed. In addition, the lack of rural compound and industrial integration talents and the low skill level of local farmers also hinder the development of modern agricultural industry[3]. Backward rural infrastructure and insufficient supply of public services have become important factors restricting the integration of agriculture and tourism industry.

## **4. Sustainable Poverty Alleviation Model Construction of Tourism in Shenmu Characteristic Towns**

### **4.1. Create a Perfect Pattern of Tourism Development in the Whole Region, Integrate Regional Resources and Strengthen the Development of All Factors**

The development of global tourism needs the overall planning and layout of relevant government departments to build a new tourism industry system. Take Shenmu city as the panoramic area, optimize the overall spatial layout of the area, create a full range of tourism products, and improve the quality of tourism services. In 2017, the overall tourism spatial layout of Shenmu city was clarified as "one heart, seven areas and four belts". However, cultural resources were not fully explored. In the construction of each scenic spot, there was a lack of targeted planning and design. The development of low-level tourism products and service facilities were followed. The development of tourist attractions in villages and towns showed independence, closed and independent, Lack of investigation, analysis and evaluation of tourists, the form of tourism projects in each scenic spot is single, and the product design is the same. Therefore, a complete tourism industry system of "all time, all season and all region" is impossible to achieve, and there is still a certain gap between the expectations of tourists. The travel time from Shenmu city to hongjianyan wetland scenic spot is about 2 hours. In this period of time, there is no other tourism industry to supply, unable to meet the pleasure experience of tourists. Located in the southwest of Zhongji Town, narin caidang village is only 8 kilometers away from hongjianjing scenic spot, with a total land area of 88 kilometers[4]. It has unique natural geographical conditions and rich land resources. Nalin was put forward in the context of the strategy of Rural Revitalization. Caidang village introduced Hengyuan group's agricultural technology and evergreen health technology, built a planting and breeding base in the village, formed a modern agricultural comprehensive industry project combining farming and agricultural products processing, and laid a foundation for the construction of beautiful villages.

### **4.2. Building a Sustainable Poverty Alleviation Model of "Tourism Plus" Industry Integration**

The essence of tourism poverty alleviation is industry poverty alleviation, and the leading role of tourism has accelerated the pace of rural poverty alleviation. The focus of poverty alleviation through tourism is targeted poverty alleviation. To explore the diversified industrial model of targeted poverty alleviation is the fundamental strategy of poverty alleviation. To develop rural tourism in characteristic villages and towns with relatively rich ecological and cultural resources. Taking tourism as the starting point, industry integration is based on the characteristics of rural resources, that is, "tourism + business", "tourism + culture", "tourism + agriculture", "tourism + ecology" and other industrial development modes are combined, which will lead to "blood production" poverty alleviation in the development of tourism in rural areas. The village found its

own idle land resources, rich water resources and advantages close to hongjianyan scenic spot, and developed "tourism + agriculture". First, a highway will be built to connect the red storage highway. Using the popularity of Honghua island to attract tourists to develop agricultural tourism[5]. The introduction of Hengyuan group Nongfeng agriculture and Changqing Health Technology Co., Ltd. is a comprehensive modern agricultural industry project integrating breeding and breeding, and a characteristic leisure agricultural tourism base. Guiding and supporting the villagers to participate in the construction of agricultural industry solved the problem of the employment of the villagers, changed the concept of breeding and reproduction of the villagers, stimulated the enthusiasm of the villagers to adjust the structure of breeding and reproduction, and promoted the long-term development of the village. We should pay attention to the development of green agriculture and take the development of agricultural products as the way to get rich. We will take a diversified poverty alleviation route and ultimately achieve poverty alleviation and sustainable development for villagers.

### **4.3. Developing Ecotourism Model**

General secretary Xi Jinping pointed out that firmly establishing green water and green hills is the concept of Jinshan Yinshan. In the development and construction of Shenmu characteristic town tourism, the transformation of "green water and green mountains" into "golden mountain and silver mountain" must be based on the priority of ecological environment protection, and carry out reasonable and orderly development under the same planning, promote the development of tourism industry on the basis of ecological environment protection, and realize mutual promotion and common promotion of economic, social and ecological benefits[6]. Good natural ecological environment and unique human environment are the basis of its long-term vitality and attraction. Protecting these resources is the way to realize the sustainable development of rural tourism.

## **5. Sustainable Poverty Alleviation Development Path Selection of Shenmu Characteristic Town Tourism**

### **5.1. Promote the Integration of Tourism and One or Two, Three Industries, and Give Full Play to the Comprehensive Benefits of "Tourism +"**

Take "tourism +" to develop rural tourism, vigorously promote the deep integration of tourism industry and one, two, three industries, promote the development of the whole industrial chain, and build tourism and multiple industries such as science, education, culture, sports, religion, health, education, scientific research, deep integration business and trade, as well as the planning and development of some cross industry tourism products, For example, cultural leisure, eco-tourism, business exhibition, leisure vacation and rural tourism, etc., promote the deep integration of regional tourism elements, further enhance the comprehensive strength and competitiveness of regional tourism, and promote the sustainable development of Shenmu characteristic town tourism[7]. The development of "tourism + culture" needs to excavate the folk culture of Shenmu in Northern Shaanxi and build Folk Museum and related cultural products centered on folk custom; "Tourism + science and education" integrates Shenmu rural farming culture into farming experience, parent-child education, fruit and vegetable picking and other functions. In addition, Shenmu agricultural culture museum can be established to let urban residents know about agriculture, rural farming culture and local customs. The development of "tourism + commerce" introduces the market mechanism of products with rural characteristics, the transformation and upgrading of agricultural products to respond to market demand, and the transformation of characteristic agricultural resources into economic resources, which will help farmers increase economic income and achieve poverty alleviation.

### **5.2. Increase Innovation and R & D and Product Variety**

Innovation is the first driving force of enterprise development. It is found that Changshu deep processing enterprises have strong innovation and R & D ability, short R & D cycle, rich

product types and high economic benefits, which can form a virtuous circle. It has a long cycle, few kinds of products and general economic benefits. Innovative R & D does not mean a lot of investment and consumption. A small change, such as the introduction of new varieties, new technology, and new formula improvement is innovation[8]. Therefore, the primary production and processing enterprises should innovate their development ideas and interact with scientific research institutes in Colleges and universities. We will improve existing products, increase market research, increase product categories, and meet the needs of modern consumers.

### **5.3. Deepen Brand Story and Expand Brand Promotion**

Brand story is an important part of brand culture. A good brand story is very important for brand development. At present, Changshu's agricultural management subjects are few, and the brand stories are deep, mostly stay in the shallow layer. Therefore, it is necessary for enterprises to find brand stories, such as entrepreneurial stories, product stories, marketing stories, etc., but with profound brand story connotation[9]. Commercial entities lack the promotion of brand stories, so it is difficult for consumers to leave a deep impression. This requires business entities to publish their own brand stories through various channels. The government can promote good brand stories and help expand brand influence.

## **6. Conclusion**

Through the combination of different elements and marketing, the innovation of marketing mode can be realized, such as opening offline experience stores for water business entities, integrating catering culture into them and inviting consumers to experience; fruit and vegetable business entities jointly hold large-scale festival exhibition and sales activities, setting up interesting competitions, picking experience, art performances, etc., to transmit unique brand culture. The government can attract investment to establish an agricultural product experience retail complex in the suburbs, which integrates planting, picking and cooking[10]. Agricultural product sales are mainly customer experience sales. Customers visit the store. Because fresh food has an important characteristic of the best tasting time. You can also send staff to visit the service experience.

## **Acknowledgements**

Study on sustainable development mechanism of rural tourism in Shaanxi Province, No. 2019Z105.

## **References**

- [1] Debora. Sustainable development, climate change, and renewable energy in rural Central America, 2017.
- [2] Ai, MA., Jun, ZHENG., Jiafeng, YU. Research on Scientifically and Rationally Promoting the Fallow of Cultivated Land under the Strategy of Rural Revitalization, 2019.
- [3] LI, Yunlong., ZHAO, Hongfang. Review of Poverty Alleviation Work in Rural Areas in China and Its Future Prospects, 2017.
- [4] Bourblanc, M., Ducrot, R., Mapedza, E. Path Dependence in Nebo Plateau: Strategic Partnerships and Rural Poverty Alleviation in South African Small-Scale Irrigation Schemes, vol. 43, no. 2, pp. 1-16, 2017.
- [5] Eric, Tchouamou, Njoya., Neelu, Seetaram. Tourism Contribution to Poverty Alleviation in Kenya: A Dynamic Computable General Equilibrium Analysis. Journal of Travel Research, vol. 57, no. 3, pp. 513-524, 2017.
- [6] Fan, J. "Territorial System of Human-environment Interaction": A theoretical cornerstone for comprehensive research on formation and evolution of the geographical pattern, 2018.

- [7] LIU, Yunshan. Ecological Significance in Marx's Theory of Metabolic Rift and Targeted Poverty Alleviation in Rural Areas. *Asian Agricultural Research*, no. 10, 2018.
- [8] MIN, Qin-qin. Rural Poverty Alleviation by Higher Education: Origin, Dilemma, Breakthrough. *Journal of Higher Education*, 2018.
- [9] Chu, Chen., Jay, Pan. The effect of the health poverty alleviation project on financial risk protection for rural residents: evidence from Chishui City, China. *International Journal for Equity in Health*, vol. 18, no. 1, pp. 2019.
- [10] WU, Yifan., FENG, Weilun., ZHOU, Yang. Practice of barren hilly land consolidation and its impact: A typical case study from Fuping County, Hebei Province of China, 2019.