

The Transformation of Leisure Agriculture and Rural Tourism under the New Normal of Internet

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Abstract: With the rapid development of information technology, the Internet has become a necessary means for various industries to achieve development. Especially in the tourism industry, the use of Internet information, let more people pay attention to the unknown niche, has become a marketing means. Rural tourism can also rely on this way to enhance its own external publicity, rely on the internet to penetrate its own advantages to the outside, and constantly become bigger and stronger, so that more people in leisure and entertainment time, willing to return to the natural feeling of pastoral life, this paper will discuss the transformation of leisure agriculture and rural tourism under the new normal of the Internet, a simple analysis for the development of rural tourism to provide reference suggestions for the subsequent development of rural tourism.

1. Introduction

With the improvement of economic level, China's tourism development is becoming more and more prosperous, in many tourism projects, rural tourism development is relatively backward, which has a very important relationship with the current marketing means. In particular, our country's awareness of Internet operation and promotion is not high, cannot experience relying on the Internet for rural tourism promotion brought by the integration of resources, brand building and other industrial planning content, the development of rural tourism cannot be introduced into the formal. With the development of rural revitalization strategy, rural tourism should also keep pace with the times and use the Internet to innovate leisure and entertainment projects. So that people all over the country can understand this small village, develop rural tourism, develop rural economy, this paper will be related to the content of Internet development, solve a variety of problems in the development of rural tourism, contribute to the revitalization of rural tourism, rural economic development.

2. The Development Status of Leisure Agriculture and Rural Tourism

The traditional concept restricts many people to go to the surrounding countryside to play in their leisure time, relying on picking, fishing, eating, living and playing in one of the rural tourism becomes popular. But in the process of leisure agriculture and rural tourism in the development, but also in the use of traditional business philosophy, in the contemporary tourism content lack of characteristics, to the countryside, picking is picking, after eating and playing, it is difficult for tourists to remember, more difficult to carry out secondary consumption. This has a great relationship with the rural people's ideas, rural people are willing to carry out tourism publicity activities in the simplest way, but do not know that the current tourists in the face of travel, choose a lot of content, a failure to pay attention to, will miss a large number of tourists, so that rural tourism development slow, cannot improve their own economic interests.

Poor Infrastructure Environment and Facilities Services Leisure agriculture and rural tourism have reduced their focus in responding to visitors because of their small capacity to provide small-scale reception and because large-scale groups are unable to provide effective services. In addition, the rural environment compared to the city, there will be a little lag. In particular, the Internet is doing very poorly. However, in the countryside, not only there is no network, but also many farmers

have not heard of the word pay by mobile phone at all because of the elderly, for this, the tourist experience is very bad, such a situation has a direct impact on the subsequent development of rural tourism.

3. The Necessity of the Transformation of Leisure Agriculture and Rural Tourism

Under the new normal state of the Internet leisure agriculture and rural tourism as a new driving force of rural economic development, need to realize their own weakness, improve rural technical facilities, develop rural civilization construction, in order to let more tourists understand here, love here, promote the development of rural economy. Leisure agriculture and rural tourism need a large number of people, through vigorous development of the project, can effectively alleviate the villagers' employment problems, reduce the empty nest elderly and left-behind children's care, but also help many young people with entrepreneurial dreams to realize their dreams, promote the development of rural economy, increase the income of villagers. Relying on the new normal Internet can effectively solve the current problems of leisure agriculture and rural tourism development. It cannot only promote the development of leisure agriculture and rural tourism, but also bring advantages to the development of leisure agriculture and rural tourism, so as to realize the sustainable development of rural economy[1](See figure 1).



Figure 1 Country beauty

4. Strategies for the Transformation of Leisure Agriculture and Rural Tourism under the New Normal of Internet

Government-led, scientific planning for the development of leisure agriculture and rural tourism need to rely on government support, so as to effectively alleviate the problem of poor external publicity capacity and marketing difficulties. Through the government's leadership, we should help the rural areas to carry out industrial planning, formulate effective plans for vigorously developing rural construction, develop leisure agriculture and rural tourism through the government's support policies, improve rural infrastructure construction, improve service quality, focus on road construction, environmental improvement and so on, so as to welcome visitors to the door, serve well, enhance the experience of tourists and complete the sustainable development of rural tourism (see figure 2).



Figure 2 Villages with improved infrastructure

Integration Village Public resources The Internet Age emphasizes the construction of resources in Leisure Agriculture and Rural Tourism In the process of transformation, we should rely on the Internet, do a good job of integrating rural resources, classify the content of resources, take the sharing economy as the premise of their own optimization and development, construct and promote the innovative way of resources Leisure Agriculture and Rural Tourism at the service level. Actively construct the rural tourism information platform, control all the resources in the rural tourism, optimize the tourism and leisure structure of different families in the rural resources, combine the leisure agriculture with the rural tourism, improve the service level of the rural tourism, and avoid the waste or overload of the resources. Optimizing the rural tourism industry, especially at present, rural tourism is in the early stage of development and construction, and the forms of leisure and tourism projects concerned are still relatively primitive, mostly in the rural areas such as picking, fishing, staying in farmhouses at night, etc., to develop the contents of the project, enrich the contents of leisure and play by tourists, and develop a variety of tourism projects so as to improve the development of rural tourism unprecedentedly. The improvement of the function of rural tourism products can establish the evaluation mechanism and demand feedback mechanism of tourists, with the Internet as the medium, so that more people can publish and consult comments, put forward opinions, and better promote the development of tourism products (see figure 3).



Figure 3 Grape picking

Under the new normal of the Internet, people become accustomed to using the Internet to understand information content. The development of rural tourism can also rely on the Internet as a carrier, in the rural tourism information platform, visitors and visitors to the content of the introduction and so on. Let more people express their views on the economic construction of rural tourism, so as to better promote the development of tourism projects. At the same time, we can also rely on the government's strength to unite the relevant media to broadcast the local tourism resources and push the relevant contents of rural tourism[2]. In particular, the current hot social platform, such as WeChat platform, using the public name to make a basic introduction to leisure agriculture and rural tourism, combined with Weibo multiple local large V, while carrying out tourism content publicity, using the sound to take photos of leisure agriculture and rural tourism leisure projects, etc., to form the effect of media linkage, to jointly publicize and promote rural tourism projects, to carry out long-term planning for the promotion and development of rural tourism, and to break through the difficult and unknown difficulties of rural tourism development.

Under the new normal of Internet, rural tourism projects should keep pace with the times. In the major information search platforms, local information search and promotion, navigation and navigation services should be added to complete the leisure agriculture and rural tourism extension services. Out of tradition, towards the network, the use of network power to provide personalized services for more tourists, highlighting the characteristics of rural tourism projects and no other, such as creating local characteristics of food, rural tourism peripheral products for sale, create products with rural cultural characteristics, is the focus of tourism development. Do not let their own leisure and entertainment projects only stay in a night of farm music, to the shed to pick a few clusters of grapes such a single level. We should use the Internet to promote the development of leisure tourism projects, attach importance to the integration of services and innovative content, and

create more innovative tourism products[3].

Strengthening the strategy of rural development is an important mission of the new era, but the development of the project is not a slogan can, in the development of rural economy, people's application of cultural resources is gradually strengthened. It is necessary to do a good job in building rural tourism brands, improve the villagers'ideological and cultural quality, improve the quality of rural public cultural services, attract more talents interested in rural economic development and rural tourism, and complete the great cause of rural economic development together.Combine rural leisure projects with rural culture to construct rural characteristic cultural products and win the love of more consumers. At the same time, we should adhere to the concept of innovative development, constantly promote personalized services, make rural tourism a product of intelligent rural tourism, enhance consumers'understanding of rural tourism, and promote the sustainable development of rural economy.

Our country's rural rejuvenation and rural economic development need to rely on the network to promote the new development impetus, use the new posture to meet the challenge of the market, rely on the help of the government to improve the rural infrastructure construction. Rely on the optimization of resources, perfect, optimize the new form of leisure tourism, develop rural tourism, so that more young people who go out to work can return to their hometown as soon as possible, build a new countryside, and realize their own entrepreneurial dream. Set up the rural tourism information platform, unite the media, let more people know and understand the small village, so as to go out of the house, and truly walk into the small village to take a look at the beautiful ecological environment of the land. Bring in professional talents, develop rural tourism together, shape the brand image of rural tourism, and realize the sustainable development of rural tourism.

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