

Model Selection and Optimization of Social Forces' Participation in Rural Leisure Tourism Development

Bai Yang

Huizhou Economics and Polytechnic College, Huizhou, 516057, Guangdong, China

email: beyondby2000@126.com

Keywords: Tourism Development, Rural Leisure Tourism, Social Forces, Community

Abstract: Tourism, as a social service industry, has brought great economic benefits to the society. Rural leisure tourism is an important part of tourism, has gradually embarked on a scientific, standardized development road, promote the rapid development of the industry, supervise the operation of the industry, is an important factor to determine the sustainable development of rural leisure tourism. Therefore, the article will analyze the core concept of rural leisure tourism in detail, and discuss the relevant theories, explore the main factors that restrict community participation, and analyze the choice and optimization strategies to promote the development of rural leisure tourism in China.

1. An Analysis of Social Forces' Participation in Rural Leisure Tourism

With the rapid improvement of the national economy, people have a higher demand for quality of life. Urban residents, in order to escape the pressure of urban life and understand the natural customs, began to set out to the countryside, trying to get spiritual enjoyment and relaxation through the way of rural leisure tourism. As the main social participation force in the development of village leisure tourism, the effect of community is related to the healthy development of village leisure tourism. Therefore, it is necessary to analyze the optimization and choice of rural leisure tourism development mode.

1.1. Rural Leisure Tourism Overview

At present, there are many researches on rural leisure tourism at home and abroad, and there are many interpretations on the definition of its concept. The rural tourism takes the resident market as the economic goal, and attracts the urban residents with the help of the natural scenery of the countryside and other tourism resources, and provides them with a natural tourism way of returning to nature and spiritual entertainment [1]. In the relevant research, he pointed out that rural tourism must be carried out in rural areas, and has a variety of natural, humanistic, rural and other different characteristics.

The concept of rural leisure tourism mainly includes four aspects [2]:

First, rural areas. Rural leisure tourism takes place in rural areas, including the surrounding space environment and the living conditions of the settlements, so the countryside is an important material form for the development of rural leisure tourism. However, it should also be noted that the mode of tourism in the countryside is not necessarily rural leisure tourism activities, such as resorts, theme parks do not belong to this category.

Second, local customs are relevant. Rural leisure tourism in the development process attracted villagers to participate in it, and for urban residents to provide folk customs, human landscape services. Residents' traditional residence (Fig .1), food culture, traditional dress (Fig .2), pastoral scenery, folk song and dance are the main contents that attract urban residents most.



Figure 1 Traditional rural housing



Figure 2 Rural traditional dress

Third, urban goals. The main tourists of rural leisure tourism are urban residents and provide them with different cultural services. The city commercialization level is high, the city rhythm is fast, the resident is trapped in the reinforced concrete all day, the city resident itself has the strong yearning for the natural scenery, the countryside life, eager to get the different spirit experience, relax the body and mind.

Fourth, villagers participate. In the process of rural leisure tourism development, the villagers have a high enthusiasm for participation, hoping to get higher income through rural leisure tourism and change the traditional economic mode of life work. Therefore, in the process of development, tourism related enterprises and local government agencies should mobilize the enthusiasm of villagers to make it a part of rural leisure tourism reception. According to the foreign development experience, using social forces to participate in it can promote the healthy development of rural leisure tourism.

(2) Community participation in rural leisure tourism

Community participation in rural leisure tourism mainly embodies many aspects, such as interactive relationship, participation mechanism and participation mode, which can protect rural tourism resources and promote the healthy development of rural leisure tourism. According to the law of rural leisure tourism development in our country, rural leisure tourism in our country is basically led by the government, the market activity is not high, if we want to really promote the development of the industry, we need the community to fully stimulate the residents in the area of jurisdiction.

2. The Main Factors Restricting the Development of Rural Leisure Tourism

2.1. Cultural Factors

Urban residents experience humanistic customs in rural leisure tourism, and the cultural level of rural residents affects the quality of service. The level of education of rural residents is uneven, the average level of education is not high, it has not even experienced compulsory education in primary and secondary schools, and it lacks management experience, management technology and management knowledge. At present, the research on rural leisure tourism mainly focuses on experts

and scholars, government personnel, rural residents lack the right to speak, and do not realize the importance of rural residents' participation. In addition, the rural residents themselves are limited by the level of education, it is difficult to fight for their own rights and interests, can not protect the rights and interests of individuals, lack of clear conceptual understanding of the development of tourism model. Because of the lack of consistency of rural residents for life, it is difficult to gain advantages in the development of management, and can not guarantee the quality of life, it is easy to leave a bad impression on tourists, which is not conducive to the sustainable development of rural leisure tourism.

Due to the low level of education and the influence of traditional ideas, some rural residents are not active in the collective economic activities, showing simple attachment, conformist ideology and so on, which limits the participation of rural residents in rural leisure tourism. The rural residents have backward consciousness, lack of personal thought in the distribution of benefits and the arrangement of collective projects, it is difficult to strive for their own personal interests, and also restrict the enthusiasm of residents to participate in the project.[3].

The development of rural leisure tourism will change the nature of rural residents' production and living resources, and be returned to the management department of scenic spots. However, most of the rural residents are dissatisfied with the management of personal resources by others, which will easily lead to contradictions between residents and enterprises and residents, and if the right to use is not handled properly, it will lead to the direct participation of rural residents in the production of scenic spots. Due to the lack of professional production cognition and management consciousness, it will cause damage to the production environment of scenic spots, and even engage in strong buying and selling activities, and worsen the local rural leisure tourism environment.

2.2. Travel Restrictions

Rural leisure tourism is mainly natural scenery, folk customs and folk customs, and located in remote areas, easy to be seasonally affected, and the scale of tourist tourism is relatively small, which can not form a stable brand. In general, when the off-season comes, tourists are relatively few, and the income from tourism is difficult to maintain the living costs of residents. Rural leisure tourism is different from general entertainment tourism and leisure tourism, and urban residents respond to higher spiritual service demand for rural leisure tourism, but the actual service level is far different. In addition, rural leisure tourism products homogenization is more serious, lack of follow-up development sustainability. Faced with many management problems, the rural residents even give up the right of management directly, so it is difficult to lead and participate in it.

Economic level is an important reason to restrict the construction of new rural areas, which determines the status of tourism resources infrastructure. With the progress of urbanization, our government has invested a lot of funds in rural economic construction to promote the development of a well-off society. However, limited by the economic level problem, the development level of some remote rural areas is limited, and this part of rural areas are often rural leisure tourism quality tourism resources gathering.[4]. Rural residents need a lot of money for housing reconstruction, infrastructure construction, folk customs construction, and it is very difficult for ordinary rural residents to provide a large amount of money for infrastructure construction, and the local government and collective organizations can only invest some funds. This part of the region in order to promote the local economic development can only introduce large enterprises to participate in the construction, become passive participants, and obtain a small amount of economic benefits.

3. Optimization and Selection of Rural Leisure Tourism Community Participation Model

Community is an important force of social participation, which is of great significance to rural leisure tourism. Based on the present situation of rural residents' participation in the development of rural leisure tourism, the community should give full play to the guiding force, optimize the tourism resources and perfect the legal system of participation.

3.1. Target Selection

In the process of rural leisure tourism development, it is necessary to set the choice target reasonably to construct the community participation mode, which mainly includes three aspects: ecology, economy, society and culture [5].

Ecological sustainable development: the sustainable development of rural leisure tourism needs to maintain the ecological resources to ensure its sustainable development. During the special period, the quantity of rural tourism reception should be controlled to avoid overloading service, which will have an irreversible impact on tourism resources. Such as Fenghuang County (Hunan Province) in the development of rural leisure tourism in the process of adopting a unified ticket system charge system to adjust the number of tourists to ensure the level of service.

Economic sustainable development: economic benefits are the main goal of rural leisure tourism, only good economic benefits can achieve sustainable development. The community's participation should ensure that the benefits are not lower than the expenditures' income.

Social and cultural sustainable development: the cultural characteristics of rural scenic spots are important factors to ensure the sustainable attraction of scenic spots. The community should improve the ability of rural residents to control their own life, form a relatively coordinated value concept, and strengthen the characteristics of scenic spots.

3.2. Strengthening Culture and Education

In the face of the low level of education, the community should conduct unified training for local residents (Fig .3), set unified standards for management level and service quality, and enhance residents' service awareness. In the process of community participation, we should give full play to the supervision force, and if there is a phenomenon of illegal service, it can also be dealt with by the whole community voting and so on. In the process of cultural propaganda, the community can also use modern information means to carry out online education, video publicity and other ways to improve the cultural level of rural residents [6].



Figure 3 Training of rural residents

3.3. Establishment of Collective Organizations

Rural residents are in a weak position in rural leisure tourism, which requires collective organization of endorsement rights to form a stable brand of leisure tourism resources. In the process of participating in rural leisure tourism, the community can promote the standardized management of various development resources and improve the management level by establishing collective organization. After the establishment of the collective organization, the community and its residents have more right to speak in the development of rural leisure tourism resources, and can negotiate with large enterprises to maximize economic benefits.

4. Conclusion

Rural leisure tourism, as a new type of tourism model, shows a strong vitality and presents a standardized growth trend. In the process of village leisure tourism development, the community is an important factor of participation, and provides it with valuable social resources, which is the

basic guarantee for the sustainable development of tourism resources. In the process of developing rural leisure tourism, the community should combine the actual development needs, reasonably participate in it, protect the interests of residents, and make it share the fruits of rural leisure tourism economic development.

Acknowledgements

2018year Huizhou Economics and Polytechnic College Innovative Scientific Research Projects “Study on the Development of Rural Tourism of Tianpai Village under the Strategic Background of Rural Revitalization” (2018CX04).

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