

Research on the Innovation of Development Path of Rural Holiday Leisure Tourism Resources under the Background of New Times

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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 rural construction to a more natural, harmonious and original ecological direction, but also promoting rural tourism construction, driving the development of local economy, so as to narrow the gap between urban and rural areas. However, in the process of developing rural vacation leisure tourism resources, there are still some problems that need to be paid enough attention by the government, strengthen financial support, innovate construction programs, promote rural tourism through multiple channels, and continuously promote the development and innovation of rural vacation leisure tourism resources. This paper mainly discusses the innovative strategy of rural vacation leisure tourism resources development under the new era background, which aims to promote the development of rural vacation leisure tourism.

1. Development of Rural Holiday Leisure Tourism Resources

Under the background of the new era, the development of rural vacation leisure tourism resources is a new growth point to promote the development of rural economy, through the development of resources can promote the development of rural economy, can further promote the participation of rural people in employment. In the process of developing rural vacation and leisure tourism resources, we can also ensure the rural ecological civilization and realize the effective deepening of rural culture by perfecting the rural infrastructure construction. However, in the process of rural vacation leisure tourism resources development, we should also ensure the support of policies, talents, funds and other aspects, only in this way can we innovate the traditional rural vacation leisure tourism resources development model. At the same time, we can also apply various new technologies to the rural vacation leisure tourism resource development zone, break the closed culture of rural areas, and establish the symbiotic mechanism of rural vacation leisure tourism, which can not only provide a diversified route for the development of rural vacation tourism resources. At the same time, it can also provide capital for the development of rural vacation leisure tourism resources and make full use of idle resources.

1.1. Lack of Innovation in Rural Planning

Today's world is a world of technology and information. The construction of beautiful villages can attract more tourists and meet the requirements of the development of the times only by combining with information technology and new industries on the basis of preserving local cultural characteristics. However, the current construction of rural tourism culture industry has not yet realized the integration with new industries and new technologies, but the construction of some infrastructure facilities combined with local characteristics does not reflect the unique local culture. In addition, the construction of some landscape buildings does not integrate innovative cultural elements, but simply copy the urban construction standards, it is difficult to show the rural culture, the variety of rural agricultural products is relatively single, tourists can not bring a variety of local specialties when they return to play, which brings obstacles to the exchange of tourism culture.[1].

1.2. Waste of Resources

First of all, in the traditional rural leisure vacation tourism economy model, often will over-exploit natural resources, will directly destroy the rural ecological environment. As a villager can not enjoy the social and economic achievements brought by the development of rural vacation leisure tourism resources. At the same time, villagers will also bear the adverse effects of the destruction of natural resources. Villagers will also directly hinder the main force in the development of rural vacation leisure tourism resources. Secondly, in the process of developing rural vacation leisure tourism resources, it will also seriously waste natural resources. In the development of daily resources, there will also be a large amount of domestic waste, and even illegal expansion and other phenomena. Moreover, the excessive construction because of the new era background, in the rural vacation leisure tourism resources development process, can not fully develop the rural tourism resources, which also makes many products can not be used effectively. There is less cooperation between regions and less efficient use of facilities, which also causes the imbalance between supply and demand of rural vacation leisure tourism resources. Finally, in the process of developing rural vacation leisure tourism resources, there is a shortage of capital and talent. Staff engaged in resource development tend to have a low level of education and lack a corresponding environmental awareness. From the villagers' point of view, the villagers' ideas are generally conservative, so the quality of the holiday products is uneven, the service attitude is poor, the business model is very rough, and the cultural products are also lack of innovation, so the environmental comfort brought to tourists is low, can not really integrate into the cultural story, and finally reduce the flow of rural vacation leisure tourism.

2. The Development Path of Rural Holiday Leisure Tourism Resources under the New Age

2.1. Improvement of Rural Infrastructure

Under the background of rural revitalization, rural collective economy, as an important part of rural economic development, its level of development will directly affect agricultural development and farmers' daily income. By improving rural infrastructure and benefiting the people, it can ensure the development of rural vacation leisure tourism resources. It is not enough to rely solely on national policies to strengthen infrastructure construction, so only by enhancing the development of rural vacation leisure tourism resources, can we give full play to the functions of relevant rural cadre organizations, pool our strength, strengthen infrastructure construction, ensure the sustainability of infrastructure construction, and maintain the results achieved in the context of precision poverty alleviation[2].



Figure 1 Huaqiao rural tourism resort, Kangxian



Figure 2 Ancient Huizhou village resort

2.2. Full Excavation of Local Folk Culture

Under the background of the new era, the development of rural vacation leisure tourism resources should fully excavate the local folk culture characteristics. Local culture should be collected and organized before planning and construction, and visits and surveys should be organized when necessary. In order to avoid the waste of a large amount of human and material resources in the course of investigation, the government should organize village committees, distribute the tasks of cultural collection to every individual villager, and then organize the committees to report to the government departments, 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 rural life. In order to improve the enthusiasm of villagers to reflect rural culture, the corresponding reward mechanism should be built[3].

2.3. Use of Internet Technology

Internet technology should be applied in the development of rural vacation leisure tourism resources. First of all, the signal tower should be built to realize the full coverage of the signal in the tourist attractions, and finally to establish an integrated rural vacation and leisure tourism platform. Through the cooperation with some tourism websites, map websites, and then the use of big data and Internet technology, to achieve the tourist food, transportation and accommodation consumption integration trend. In the process of building rural vacation leisure tourism platform, it should also include all modules of the industry, only in this way can we meet the individual needs of customers' tourism. Through the integration of sports facilities, leisure places, living places and other resources, grasp the industrial frontier trend of rural vacation leisure tourism, and carry out project innovation. For example, energy consumption signs can be set up in rural resorts, allowing visitors to learn about their energy consumption and health indicators during their vacation. Finally, we should build a smart rural vacation leisure tourism platform, through the application of smart maps, can deeply integrate life services, tourism live broadcast, road conditions and other aspects, and open up public resources, change the traditional rural, leisure tourism mode, carry out special projects, and increase the participation of tourists.

2.4. Enhanced Multi-Channel Rural Extension

In the process of developing rural vacation leisure tourism resources under the background of the new era, the tourism industry should strengthen the propaganda to the countryside, which can use the current mainstream media forms, such as WeChat, shaking sound, Weibo and so on, to strengthen the propaganda and promotion of rural tourism culture by using the form of self-media, so as to attract more tourists to come to watch and fundamentally increase the passenger flow.[4] In addition, the government should increase support for the construction of beautiful villages, increase financial allocations, improve the construction of rural infrastructure and cultural facilities, and

enhance the cultural connotations contained in the products, so as to be able to maintain competitiveness in many tourism projects.

2.5. Shared Resource Development

The development of shared economy model can not only improve the supply of rural vacation leisure tourism products, but also promote the protection of tourism environment, and finally meet the personalized needs of tourists. By applying the concept of sharing economy to the development of rural vacation leisure tourism resources under the background of the new era, we can integrate the existing land and resources of villages, and further improve the management level and efficiency of tourism enterprises. Under the premise of ensuring farmers' cultivated land, open the nature of land use, clarify the operation and use of land, and prohibit the use of land for other purposes. Secondly, as villagers, they can also invest in various ways, such as funds, vehicles, land and so on, to connect the development of rural vacation leisure tourism resources with villagers, so as to ensure a virtuous circle, let villagers consciously participate in tourism construction, improve villagers' sense of ownership, and finally realize shared responsibility, and jointly promote the development of rural vacation leisure tourism areas. Finally, the comfort level of the rural environment should be further improved, for example, by building infrastructure, expanding the scale of medical facilities, combining rural culture with tourism resources, deeply analyzing the experience needs of customers, perfecting various characteristic facilities, establishing environmental protection concepts, and further increasing the participation of villagers.



Figure 3 The most beautiful rural demonstration base in Qinhuangdao

3. Concluding Remarks

To sum up, the development of rural vacation and leisure tourism resources under the background of the new era can not only promote the advantages of local economic development, but also promote rural culture. Through investigation, we find that in the process of rural vacation leisure tourism development, there are the characteristics of low cost and high income, so in the process of developing resources, we should also ensure the sustainability of economic development, make full use of the shared economy model, innovate the traditional industry model, and give full play to villagers' self-creativity, so as to maximize the benefit of rural vacation leisure tourism resources development.

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