

On the Characteristics and Development Direction of Rural Tourism Products in China

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Abstract: In our country, with the stability of social situation, the relaxation of reform and opening up, the emergence of various new things, more and more opportunities to win, tourism is also a great opportunity for prosperity. Rural tourism has developed with its own advantages. Of course, in rural tourism, because it is still in the groping stage, various problems are inevitable, but in general, the prospects are still considerable. Taking tourist attractions as an example, in the process of development and management, the scenic spots fail to deal with the contradictions and conflicts between local residents and tourists, thus affecting the normal operation of scenic spots. So in order to coordinate such conflicts, the local residents can only realize that they are not only successors to the local culture, but also disseminators.

1. Introduction

At present, the development of rural tourism has begun to take shape, showing a diversified development trend. Although the development of rural tourism in China has been in the 21st century, rural tourism has entered a period of comprehensive development. What is the future trend? What is the development direction of rural tourism? Rural tourism specifically refers to the unique rural living environment, rural folk culture, tourism mode and other tourism activities. Rural animal husbandry, agricultural production and its natural environment in rural areas, that is, tourism activities targeting nature and humanity. The attraction of humanism to tourism activities belongs to the category of cultural tourism. Therefore, rural tourism includes rural environmental tourism and folk tourism. Rural tourism activities are carried out in some rural areas, the main content of which is environmental tourism, or cultural tourism, depending on the region.

2. The Connotation of the Construction of Various Scenic Spots in Rural Tourism

The factors that may affect rural tourism are often reflected in the utilization of specific viewing contents such as scenic spots, routes and natural scenery. Building materials can make full use of natural energy and reduce unnecessary consumption of non-renewable energy. From the point of view of building energy efficiency in scenic spots, it is necessary to maintain the size of the building as much as possible, but also to be environmentally friendly, because the larger the window area of the building, the greater the heat transferred through the outside to the building, and the more heat consumption of heat transfer and air penetration will be used in environmental protection buildings [1]. So in the architectural design problem, according to the environment as far as possible according to the surrounding environment changes, appropriate reduction of window area. In order to greatly reduce the heat transfer coefficient of the building structure, we must also pay attention to the choice of maintenance materials. The maintenance structure accounts for 77% of the total heat consumption of the whole building. If you want to be environmentally friendly, you have to start with that.

3. Rural Tourism Product Development Strategy

3.1. Development of Personalized Rural Tourism Products

With the market choice and demand trend towards individuation, rural tourism is also developing towards individuation. People traveling in rural areas want them to see the individuality and uniqueness of rural tourism [2]. If it had been farmed years ago, visitors would not have chosen it again. Therefore, rural tourism must adapt to market changes and plan its own project characteristics.

3.2. Combined with the Realization of the Objectives of Agriculture, Rural Areas and Farmers

To solve the problems of rural areas, farmers and agriculture, to promote the goal of a well-off society, and to develop rural tourism is a good starting point. Farmers can get greater benefits through rent, wages, money protection, etc.



Figure 1 Rural pastoral landscape

3.3. Focus on Maintaining the Authenticity of the Natural and Human Environment in Rural Areas

The natural cultural landscape of primitive ecology is the personality characteristic of rural tourism development and the goal pursued by urban residents. As a country with authentic scenery, it can not change its original plain original appearance. However, maintaining authenticity is by no means the backing of protecting the rural environment.

3.4. Focus on Product Diversity and Diversity of Forms

In a region, there must be a variety of types of rural tourism, the development of different tourism brands. The demand of tourists for brand diversity is increasing. Rural tourist destinations should change the status of similar products and pan-China content as soon as possible. to advance the characteristics of innovative products.

4. Specific Measures of Rural Tourism and Suggestions for Rectification

4.1. The Government Shall Give Sufficient Attention to Introducing Favourable Policy Approaches

Relevant tourism departments can also use and integrate cultural factors to find relevance from different scenic spots on the route. For example, caves, streams, green hills and other easily homogenized tourism products, especially give them unique cultural connotations, fusion with other scenic spots, form unique tourist routes, perfect characteristic themes to attract tourists, which is the key to designing tourist routes. Planning various marketing activities should grasp the local cultural elements and their connotations, especially in minority areas [3]. In order to attract more tourists' attention, some marketers misinterpret the culture to do the promotion; in addition, in the absence of understanding of the local culture, or Zhang Guanli Dai, or in the past some prejudice or discrimination against the name of the scenic spot, thus causing conflicts and conflicts between the local residents. Therefore, in the teaching of basic courses of tourism management specialty, it will be needed to teach basic professional knowledge, at the same time, to train professional service ability, and to pay attention to strengthening tourists' respect for culture and reducibility. This is

conducive to the effective integration of tourist attractions and the creation of a regional tourism image with characteristics.



Figure 2 Village forest single-family villas

4.2. The Government and the Population Jointly Promote Local Culture

The government protects and promotes the local culture together with the local residents, and at the same time considers the opinions and suggestions of the local residents in the process of scenic area management, which can not only promote the development of the scenic area, but also stimulate the enthusiasm of the local residents [4]. Therefore, if the service personnel and managers of tourism can be familiar with the local culture, respect the culture and belief of the local people, and provide them with more cultural reference, it will be able to better develop the cultural and tourism integration of tourism products and promote the healthy and sustainable development of tourist attractions.

4.3. Make Clear the Relevant Environmental Protection Development Plan and Make Good Environmental Protection Design Plan

We should make clear the concept of building environmental protection, formulate scientific, accurate and detailed planning arrangements for building environmental protection, and make full use of abandoned land in urban space to carry out environmental protection design experiments, such as environmental protection transformation of abandoned factories, so as to "turn waste into treasure ". The environmental protection construction of the building is best to choose the new building with strong plasticity to improve the environmental protection benefit, and the building should ensure the environmental protection and green ecology. To improve the sustainable development efficiency of the environment, the planning and design personnel must be given the conditions to meet the building condition principle before carrying out the environmental protection design. It is the most effective design method to use environmental factors to adapt environmental protection to local conditions.



Figure 3 Rural architectural landscape

4.4. Respect for Principles Relating to Coordinated Development

First of all, we should respect the coordinated development, the planning process should be combined with the actual development, and follow the principle of seeking truth and pragmatism. It is determined that urban construction should be based on the actual population of the city and the needs of economic development and construction. It is necessary to protect the agricultural cultivated land in our country, while the urbanization construction, also can not sacrifice the agricultural cultivated land as the exchange condition. Planning and designers must carefully consider the problem between urban construction and cultivated land protection, which not only needs to be in line with urban construction, but also to ensure that the source of farmers' income is in a stable state, so as to ensure the balanced and coordinated development of the national economy [5]. In addition, the development of urban construction should be adapted to local conditions. Each region has its advantages and disadvantages, so urban and rural development should make full use of its advantages to develop economic benefits. For example, cities on both sides of the Yangtze River are mainly zonal distribution based on water, which can lead to local economic development and tourism, which is the advantage of topographic advantages in urbanization construction. Therefore, in coordinating the contents, phases and programmes of the plan, the planning and design staff must be given the conditions to meet the principle of local conditions.

4.5. Development of Specific Plans for Integrated Development

We will strengthen cooperation between land administration departments and urban construction planning departments and do a good job in linking up the "two plans ". The two departments should unify and coordinate the management work, strictly implement the planning system, and earnestly achieve the "unified planning, unified land requisition, unified development, unified construction, unified management" four "unified ". Land use planning in urban areas should be based on land adjustment plans under the overall land use plan. The scope and control of land development formed in urban planning can not exceed the control standard of urban development master plan. The land use standard of urban planning and construction needs to be designed strictly according to the requirement of maintaining balance of total area, and the overall quality of cultivated land should be improved. Carry out the road development concept of "tapping the potential of connotation ". At present, in urban planning and land use, we should make great efforts to adjust our ideas, and turn the "extensive" construction mode, which is based on expansion, into the "connotation tapping potential" road development concept, which can give full play to the spatial benefits. Urban planning should clarify the concept of land transportation protection and formulate scientific, accurate and detailed land use planning arrangements. The construction of new buildings is best to choose high-rise buildings to reduce the occupation of national land, and the building should ensure sufficient height and area. Improve the utilization rate of wasteland, not blindly expand the surrounding areas of the city, and take the urban center as the transformation area. Using environmental factors to adapt to local conditions is the most effective way of design.

5. Conclusion

With the continuous progress and development of our society, the development of economy and the changing needs of people, tourism has entered a new stage of transformation and development. The attraction of each major scenic spot itself is no longer the only selling point of tourism, and people's deep demand for spiritual level makes the tourism mode of "cultural tourism" gradually become the mainstream of tourism.

In order to meet the deeper needs of tourists, it is necessary to excavate and construct the cultural connotation of tourism products, but the current tourism market is dominated by tourism and tourism products, which is difficult to meet the basic needs of tourists. Therefore, it is urgent to train tourism service management talents with rich knowledge of tourism management. The solution of this problem will inevitably raise the supply reform of tourism vocational education to a new level, so as to promote the healthy and stable development of tourism by leaps and bounds.

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