

Technical and Economic Analysis of Rural Tourism Resources Development

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Keywords: Rural; Tourism; Resource Development Technology; Economy

Abstract: Rural resources are abundant, therefore, the development of rural tourism resources is a major direction of tourism development in the future. However, there are still many shortcomings in the opening of agricultural tourism resources. In this regard, the author discusses the technical and economic analysis methods of rural tourism resources development. This paper analyses the relevant shortcomings, and puts forward corresponding improvement measures based on the existing relevant information. Studies have shown that the resources for rural tourism development are mainly composed of rural affairs elements such as agricultural activities, rural settlements, peasant life, agro-ecology, and agricultural harvests. The rational development of rural tourism resources is also conducive to promoting the development of rural tourism, which is of positive significance for raising the income of rural residents and narrowing the gap between urban and rural areas.

1. Introduction

In recent years, China's tourism industry has developed rapidly and has become an important highlight of the international tourism market and an important part of China's national economy [1]. When people choose their destinations, they tend to relax in places that are far away from the city and close to nature. So there is a new concept of tourism, namely rural tourism [2]. In recent years, due to the economic development of countries around the world and the changes in people's leisure travel concepts, the importance of rural tourism to the world has also increased. This relationship can be understood from two aspects, one is rural tourism development, and the other is tourism development in rural areas [3]. These resources include not only the individual resources themselves, but also the combined advantages and availability of various resources [4]. It has many characteristics of modern tourism resources such as mass, experience and participation. Words such as rural tourism, agricultural tourism, sightseeing agriculture, leisure agriculture and urban agricultural tourism also appeared [5]. Looking at the development of tourism in recent years in China, it is obvious that rural tourism has been neglected and become the "ugly duckling" in tourism. Especially the changes in tourism, economy, consumption and concept at home and abroad will further stimulate the rapid development of domestic tourism [6]. From abroad, tourism has become an important growth point of world economic development, and has formed a vigorous sunrise industry.

With the development of China's economy, the increase of disposable income and leisure time makes urban residents generally have the desire to travel, and the requirements for tourism are more diversified and individualized [7]. However, due to the characteristics of public goods of rural tourism resources, the development of rural tourism is confronted with the contradiction between development and protection, which requires the guidance and support of government departments in the development of rural tourism resources. Rural tourism development is a form of tourism development based on rural affairs as tourism resources. Tourism development in the countryside refers to the area where people develop tourism in the countryside, and tourism attractions are not necessarily rural affairs. Family housing and courtyards have become more hygienic and elegant due to the reception of more and more urban tourists [9]. In recent years, some provinces and autonomous regions in China have achieved initial results in developing rural tourism resources. In this paper, the author believes that rural tourism refers to a kind of tourism based on the natural scenery of the countryside and the local culture as the core to attract tourists to engage in various

leisure activities in the rural environment [10]. Rural tourism cannot be equated with agricultural tourism, sightseeing agriculture, and leisure agriculture. Rural tourism has strengthened the emotional communication between urban and rural residents by encouraging urban residents to actively participate in rural life and experience rural work. It has become one of the best ways for urban residents to understand local customs, appreciate rural scenery and return to nature.

2. Economic Characteristics in the Development of Rural Tourism Resources

2.1. Economic externality

Rural tourism resources have typical economic externalities, and the actions and decisions of external individuals or groups cause damage or benefit to other individuals or groups. That is to say, the costs and consequences of members of the society engaged in economic activities are not entirely borne by the perpetrator. Domestically, the combination of tourism development and economic development of rural communities has begun to form rural tourism products, and certain achievements have been made in some areas. To make the tourist area have a lasting attraction, we must pay attention to the development and utilization of tourism cultural resources. If some key tourist cities and tourist areas in China are compared to rich hibiscus, the vast rural tourism resources can be described as supporting the green leaves of these famous flowers, which can make them more dazzling. With the urban congestion and pollution, people's work pressure, mood boredom and living standards are improved, and the transportation and communication conditions are convenient. People tend to use double holidays and holidays to go outing in the countryside to change the environment and enjoy spiritual and material pleasures. But this does not mean that as long as rural areas can attract urban people, rural tourism has its own characteristics.

In recent years, the related research and analysis of rural tourism development is also increasing. Fig. 1 is the trend of literature increase and decrease in recent years, which shows that the development of rural tourism resources can promote the further development of rural areas.

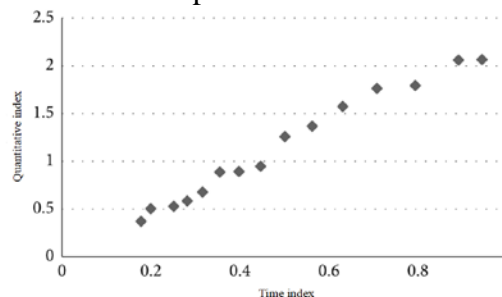


Fig.1. Quantitative trends of research in recent years

2.2. Characteristics of public goods

Pure public goods refer to such products, that is, the consumption of such products by everyone will not lead to the reduction of consumption by others. Public goods have two typical characteristics, one is the exclusive nature of consumption, the other is the non-competitive nature. With the development of people's tourism concept, rural areas attract foreign investment and the investment of enterprises and individuals in cities, and build complementary rural vacation, training and conference venues. In rural tourism resources, such as fresh air, pleasant scenery and so on, the consumption of an individual can not prevent other tourists from consuming and appreciating, showing non-exclusive characteristics. The cost of developing rural tourism resources is low, and it can adapt to the trend of expanding and integrating the world tourism market in a long period of time. Rural tourism cultural resources have different personalities from other tourism cultural resources, focusing on the following aspects: natural, productive, pure and fragile. These differences can create deep feelings between tourists and local residents, and increase the revisiting rate of tourists. It can be said that in the tourism industry, the countryside is a grand geographical background that constitutes the entire Wu culture. It is an indispensable part of the development of tourism, which makes Suzhou tourism more attractive.

Table 1 is the survey data collected through the tour guide ticket. It can be seen that the most important concern for tourists to travel to the Anyi ancient village group is that there are some interesting projects in the ancient village group that are worthy of their travel.

Table 1 Tourism team leader survey opinion form

Project	Number	%
Insufficient attraction of scenic spots	36	51.2
Answer in general	17	24.6
High fees	6	13.6
Other	7	10.6

3. Government Measures and Effectiveness in the Development of Rural Tourism Resources

3.1. Actively adjusting the relationship between suppliers and beneficiaries in rural tourism market

The government's actions in this respect are manifested in two aspects: one is to increase the market value policy of agricultural resources and promote the transaction between suppliers and consumers. Its scientific management and novel content form a new type of rural tourism scenic spot which integrates the city in the countryside, the countryside in the city, the modern nature in the nature and the nature in the modern. At the same time, rural affairs are not scarce tourism resources. Near every city in the country, there are vast countryside. Taking rural affairs as tourism resources will only attract the cities near the countryside. China's rural labor resources are abundant, especially in the eastern coastal areas, where there are fewer people and more labor, and the development of rural tourism can solve the employment problem of surplus labor. With the development of rural and regional economy, people use cultural tourism to set up a platform, economic science and technology to sing, and carry out activities of inheritance and development, tradition and innovation, the combination of the East and the West, entertainment and business. The government should launch a free sightseeing bus for foreigners, and travel twice a week from Seoul to the whole state to objectively increase the demand for local tourism.

3.2. Formulate economic support policies that are conducive to the sustainable supply of rural tourism resources

The use and use rights of rural tourism resources can be clarified through rules and regulations, and the purpose is to avoid the occurrence of damages caused by resource utilization. This is because private rural resources can be defined by clarifying their property rights, and it is difficult for collectively owned rural resources to identify them as belonging to an individual. In fact, the tourists are most interested in the bleak, peach-flowered living conditions of the local villagers who have been preserved by the ancient villages and the quaint environment. Planning and development in rural areas with good foundations, agricultural products and unique scenery along the route is feasible. The development of rural tourism will promote all sectors of a region's social system and bring great benefits in both material and spiritual aspects. It is also of educational significance to deliberately create different ecological and environmental protection experiences for tourists and let guests linger and forget to return. In order to avoid and reduce the negative external economic behavior of rural tourism resource providers, we should give some support from tax or financial aspects to the operation behavior that is conducive to the protection of agricultural resources. Many villagers in ancient villages preserve many traditional life and production techniques, which are typical prototypes of rural life and are very suitable for designing leisure entertainment programs for farmers.

4. Conclusion

It can be seen from the analysis of the economic characteristics of agricultural tourism resources

development that the correct guidance and support of the government plays an important role in the development of tourism. Through the reference to the policies in the development of rural tourism in South Korea, we can expand the choice of measures in strengthening rural sustainable development. Agricultural harvests not only provide food for farmers, but also add a variety of landscapes to the countryside. With the development of modern farming technology, some traditional and ancient farming tools and methods have become rare. If they are not protected purposefully and planned, rural tourism resources will gradually lose their most charming glory. However, it should be noted that China's rural areas are vast and rich in rural tourism resources. Therefore, while learning from the experience of other countries, it is necessary to fully integrate the reality of our agriculture and rural areas and take the construction of new countryside as the guide to promote the healthy development of rural tourism in China.

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