

# **Study on Development of Rural Tourism in Qin Dong Area Based on Industrialization**

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**Abstract:** As the eastern region of Shanxi province, Qin Dong region is one of the birthplaces of Chinese culture with rich tourism resource, and has its own character. However, the advantage of these resources don't bring into play, also have single structure of tourism, lower development level, weak base etc. To improve rural tourism of this region based on industrialization, we can plan and develop rural tourism market reasonable, create new image of Shaanxi's "Eastern Door"

## **1. Introduction**

The eastern part of Qin includes Weinan city and the cities of Huayin and Hancheng under its jurisdiction, as well as the eight counties of Huaxian, Tongguan, Dali, Fuping, Pucheng, Baishui, Heyang and Chengcheng. It is located in the eastern part of Guanzhong, which is "The terrain of 400km is relatively flat". It is rich in tourism resources and has formed a combination of farmhouse enjoyment, sightseeing farm garden, free picking, leisure farm, ecological garden, folk culture village, ancient villages and towns and ancient buildings. It has regional characteristics, local culture and comprehensive and diverse tourism pattern. However, restricted by ideology, economic level, supporting measures and operation mode, the development of rural tourism in Qin Dong is far from ideal. Promoting the development of rural tourism in the Qin Dong area by industrialization, improving the overall level of rural tourism through the industrial scale effect, plays an important role in increasing the development of rural tourism resources in Qin Dong and enhancing economic competitiveness.

## **2. Connotation and Significance of Rural Tourism Industrialization**

According to the "Sustainable Development of Tourism-A Guide to Local Tourism Planning" published by Chinese National Tourism Administration and Planning Bureau under the authorization of the World Tourism Organization, rural tourism refers to "the activities of tourists staying, studying and experiencing the rural life style in or near the village (usually the traditional villages in remote areas). The village can also be used as a base for tourists to explore the nearby areas" [1]. With the rapid development of rural tourism, the state, social organizations and even some scholars have increased their research efforts. Based on the actual situation of domestic and foreign scholars and Chinese rural tourism, rural tourism should be based on the background of rural villages and towns, with farmers as the main business, supported by rural culture, life and rural natural scenery, relying on mountains, water, fields, forests and human-made buildings. A series of activities of construction and activity projects [2]. In recent years, rural tourism as an effective means of rural economic development has increasingly attracted the attention of the state and the government. Many rural grass-roots governments have formulated and issued relevant measures to promote the industrialization of rural tourism and promote the development of rural economy, which have achieved remarkable results. The role of rural tourism industrialization is also increasingly prominent:

1) To promote the all-round development of the rural economy. With the development of rural tourism resources to foster new economic growth points in rural areas, the planning and development of scenic spots and sales services are taken as tourism income. In this way, in the process of rural tourism development, the tourism resources, tourism facilities, transportation tools,

tourism services and tourism shopping provided by various scenic spots, architectural sites, folk entertainment, agricultural homes, etc. can bring huge economic benefits, promote the growth of rural economy, and directly obtain economic income through the development of tourism resources and rural tourism, but also integrate tourism into In rural hotels, transportation, hotels and entertainment, Make it a chain operation system, which together constitute the income source of rural tourism development, improve the economic benefits and driving effects of rural tourism, and then promote the overall development of the rural economy.

2) Expand the openness of the countryside. The development of rural tourism plays an important role in expanding the influence of local tourism resources and enhancing local popularity. Due to the constraints of geographical location, economic development level, climatic conditions and other factors, some villages are not known to outsiders although they have unique tourism resources and projects. Through the continuous development of rural tourism resources, the construction of rural tourism projects, tourism planning, tourism facilities, tourism culture and customs and other characteristics and activities, attracting more tourists to visit, investigate and play, can improve the popularity of local tourism resources at home and abroad, deepen the understanding and understanding of local tourism characteristics at home and abroad, and make the opening degree of rural tourism industry expand day by day [ 3].

3) Promote the employment of farmers in rural areas. With the reform of land transfer system and the development of agricultural modernization, a large number of rural surplus labor force have emerged. They can not only work in cities, but also develop rural tourism resources by the local government to promote their employment. Tourism is a labor-intensive industry. Local villagers can provide tourism services and sell tourism products in the planning of tourism scenic spots. Local villagers can also be the main body in the publicity of folk culture to publicize and perform to tourists. Encouraging villagers to create their own projects in rural recreational activities such as farmhouses and free picking, to achieve self-employment and increase income, which in itself provides employment opportunities for villagers and is an effective means of tourism-driven employment.

4) The exchange of urban and rural cultures has been realized. The development of rural tourism resources has improved the skills and cultural level of farmers in tourism services, protected rural folk culture and sites and scenic spots, and promoted the excavation, protection and inheritance of rural culture and the realization of cultural exchange and economic integration between urban and rural areas with rural culture as an attraction. In the process of breaking the dual structure of urban and rural areas and narrowing the gap between urban and rural areas, the government has issued many policies and regulations, and increasing the development of rural tourism resources is undoubtedly an important measure, which can enable more urban tourists to experience the folk customs, sightseeing, picking fruits, enjoying the farmhouse, etc. It can also enable urban tourists to bring urban culture into rural areas and spread rural culture to cities and towns, thus promoting the formation of rural civilized fashion and realizing cultural exchanges between urban and rural areas.

5) Promoting the construction of new countryside. Promoting the development of rural tourism can not only protect the rural ecological environment, but also break the current fixed pattern of “one thousand villages” in Chinese new rural construction. With the development of tourism industry, the new rural image of village appearance, landscaping, greening and infrastructure improvement can also indirectly build a new rural area with resource conservation, environmental friendliness, improved conditions and outstanding characteristics through the development of tourism. Scientific planning and long-term development. In addition, the management mode of rural tourism satisfies the initiative of farmers to build their homes by improving the participation of tourism in local villages, improves their democratic consciousness, and lays a foundation for the realization of villagers’ autonomy and management democracy.

### **3. The Development Status of Rural Tourism in Qin Dong**

The development of rural tourism in Qin Dong area is characterized by rich resources, outstanding features, diversified items and typical folk customs. However, due to problems in

propaganda, planning and management methods, the development is relatively slow, as follows:

1) The propaganda is not enough and the development concept is backward. The rural tourism in Qin Dong area mainly includes Xiyue Huashan, Dangjia Village in Hancheng, Sima Qian Temple and Confucian Temple, Qiachuan Scenic Area in Heyang, Fen Quan, Green cypress in Fushan, Yellow River Soul Water Conservancy Scenic Area and Virgin Spring, Tongguan Site, Shaohua Mountain Forest Park in Hua County, Dali Sand Garden and other scenic spots. As well as Qinqiang opera, wanwan Qiang, Tongzhou Bangzi, Mihu, e Gongqiang and many other operas, folk arts such as wood carving, stone carving, face flower, shadow puppet, blood story and social fire performance, and 12 national intangible cultural heritages such as Hancheng Xinggu, it can be described as rich tourism resources, unique history and culture, and unique folk customs. However, due to the government's lack of attention and unified propaganda actions and caliber, most of the rural tourism resources in Qin Dong area are not known to outsiders, with low level of development, little external attraction and low level of tourism industrialization.

2) It is difficult to form a tourism brand due to its outdated operation mode and weak market investigation and analysis. Many tourism resources in Qin Dong region have not been accurately located. The development model, development focus and sales channels are relatively small. The small-scale peasant economy is generally adopted to develop rural tourism resources. The government drives villagers to generate income to realize tourism development. Because most of the rural surplus labor force is only engaged in simple business activities such as individual retail crafts, local catering, short-distance transportation and commodity sales, the marketing means is too single, and the quality concept and service level of tourism products can not meet the needs of tourists. Most of the tourism resources still have the same phenomenon of treating different tourists with the same services, products and strategies, and lack of business characteristics. The development of technical content and added value is not high, the operating mode is outdated, the service level is low, and the government management is not in place. Many regions lack in-depth investigation and analysis of the tourism market, and there is no tourism brand and word-of-mouth publicity that reflects the characteristics of Qin Dong.

3) The development of tourism resources is blind and lacks overall planning. The local governments in Qin Dong area have repeated the same development of local tourism resources. Most of them are based on ancient sites, natural ecological environment, agricultural parks and rural cultural customs. They lack comprehensive planning and management, and it is difficult to realize the organic combination of natural and human landscape tourism. The government and local villagers are eager for quick success and instant benefits, and have not considered the problems of tourist flow and return rate in the long run, resulting in the lack of reasonable planning for the development of many tourism resources. Fewer tourists come to Shaanxi to travel and take the Qin Dong area as the preferred area. Governments at all levels lack comprehensive consideration on the distribution, development, organizational planning and regional characteristics of rural tourism resources, and the overall planning is blind. In the process of transforming the old scenic spots and developing new ones, there are also repeated construction. Once the folk customs have produced economic benefits, most regions compete for or follow suit, resulting in a slow and low level of development of emerging tourism resources.

4) Related supporting facilities and service level are not perfect, and tourists' consumption environment needs to be improved urgently. The development of rural tourism in Qin Dong region is affected by inconvenient transportation routes, inadequate infrastructure, poor environmental conditions, unreasonable development of tourism projects, increasing allocation fees for rural tourist attractions, industrial and commercial tax, and increasing collection of health fees. There are few special tourist bus lines, and the guides and road signs to rural tourism are not prominent. Some of the roads leading to rural tourist attractions and areas have low standards for construction, many tourists, and a weak tourist atmosphere. The infrastructure of specific rural tourist attractions is far behind the development speed of tourism, medical and health equipment lags behind, the diet in tourist areas is slightly single, the accommodation conditions are poor, the greening of villages and towns can not meet the demand of tourism. In addition to the ticket fee, other sources of tourism

income are narrow. Most of the managers and operators of rural tourism in Qin Dong area are local villagers. Due to their lack of knowledge of tourism services, public services such as safety rescue of tourism facilities, convenient settlement services, free rural tourism consultation and online booking, and cooperation of rural tourism projects are not in place.

5) The tourism regulations are not clear and the tourism management system is not perfect. The State Council's Opinions on Accelerating the Development of Tourism promulgated in 2009 is the guiding program to guide the development of Chinese tourism industry. Each province also has relevant regulations on the development of local tourism. Although Qin Dong region has mentioned the development of rural tourism in many working meetings, and there are notes and charging standards for specific scenic spots, there is still a lack of clear legal documents on the development of rural tourism and the unified deployment and planning of scenic spots. The management system of rural tourism is not perfect, and there are some problems such as disordered management, random management of scenic spots, confusion of their own planning and charging items, which lead to the optimization of tourism pattern, the development of tourism resources and the transformation of tourism operation mode, which is extremely unfavorable to the long-term development of rural tourism in Qin Dong area.

#### **4. Countermeasures and Suggestions to Realize Industrialization**

1) Pay attention to the publicity effect of rural tourism. Governments at all levels should fully recognize the special role of publicity in the development of rural tourism resources, intensify publicity of rural tourism resources in Qin Dong region, and embody the economic benefits, publicity forms, development modes and long-term development of rural tourism resources. they can also organize sightseeing tours, hold publicity meetings or exhibitions, issue tourism brochures, produce media promotional films and handicrafts with local characteristics. Publicize the characteristics of rural tourism in Qin Dong area, make clear the ways of using modern information means to spread local tourism resources to and outside the province, gradually promote rural tourism resources and projects, expand influence and improve recognition. The publicity should be based on the principles of promoting the economic benefits of tourism, building a new rural culture, providing employment and resettlement opportunities for farmers and increasing farmers' income. With the development of rural tourism, it should be properly inclined and flexibly adjusted, so as to build an effective platform for comprehensively improving the level of rural tourism in Qin Dong area.

2) Reasonably locate the development level of rural tourism. In the process of rational planning and development of rural tourism resources in Qin Dong area, the goal of tourism industrialization centered on improving tourism popularity and quality characteristics should be realized on the basis of advantages and disadvantages. According to the current level of rural tourism resources development, effective plans should be issued to clarify the short-term, medium-term and long-term goals and establish indicators and strategic implementation steps. In the long run, the development of rural tourism in Qin Dong area still takes natural eco-tourism as the main form, digging up historical relics and ancient buildings to reflect the nature of natural tourism, followed by the development of regional agricultural tourism, such as eating farmhouse meals, living in farmhouse courts, doing farmhouse work, experiencing rural life and other farmhouse activities. Finally, it is necessary to develop leisure and holiday tourism areas in areas with convenient transportation, and develop folk custom cultural tourism projects at different levels, so that tourists can experience the cultural heritage of villages in Qin Dong area [4]. All levels of rural tourism resources shall be provided with services such as online booking, online free browsing, etc., and information services such as passenger flow, weather, ticket price and special items shall be provided to tourists in time. Free consulting service offices shall be set up at stations around the country, and tourists shall choose their own travel destinations.

3) Scientific planning and promotion of rural tourism image. Establish the focus and direction of tourism project development in Qin Dong area, embody the purpose of tourists' sightseeing and local economic development service, establish corresponding service standards and safety standards

in rural tourism accommodation, catering, entertainment, leisure, shopping and other consumption links, define supervision methods and rural tourism quality rating indicators, and arrange Tourism companies according to the tourism demand of each region. The special line should not only reflect the essence of rural tourism resources, but also improve the level and image of rural tourism resources. Guide the healthy development of rural tourism in Qin Dong area, prevent the emergence and randomness in development, and make overall planning, base on local and attract investors from both inside and outside the province to jointly develop rural tourism resources in Qin Dong area, encouragement at all levels of government and Driven by the development of a multi-investment and common development of tourism development pattern. In order to realize the overall development of rural tourism in Qin Dong region, set up characteristic tourism projects and enhance the image of rural tourism, scientific planning schemes should be formed to improve the tourism environment and strengthen the construction of tourism infrastructure. The ecological construction, environmental facilities, greening and village renovation of rural tourism in Qin Dong region should be included in the planning scope, reflecting the principle of putting people first and serving tourists [5].

4) Pay attention to the development of tourism products and the training of tourism personnel. Based on the regional characteristics, the tourism scenery and folk culture in Qin Dong region are taken as the pillars, tourism products are developed with the goal of improving the visibility of tourism resources in Qin Dong region, and the training of tourism personnel is strengthened. Through the construction of some rural tourism demonstration areas, focusing on the combination of material and spiritual products, a number of rural tourism products will be developed. It is necessary to combine the regional agricultural development level and the protection of material cultural heritage with the development and construction of tourism resources, and also integrate the intangible cultural heritage such as folk customs and customs, and the development of tourism resources, and give new development to rural tourism in Qin Dong area. The concept of vigorously creating a number of spiritual products that reflect the characteristics of rural tourism in Qin Dong area, attracting many tourists to visit. It can also develop tourism products such as leisure and vacation, health care, eco-agricultural sightseeing, folk custom experience, folk culture integration, etc., produce and sell rural tourism products such as food, clothing, handicrafts, souvenirs, etc., which reflect the characteristics of Qin Dong's rural tourism, and form a brand effect. In addition, we should implement the tourism knowledge training of rural tourism practitioners in Qin Dong area, improve their service concept, service level, publicity ability and moral quality, and create a good tourism soft environment [6].

5) Realize the diversification of tourism management. First, we should pay attention to the unified planning of tourism management departments, and the government should formulate macro policies, specify specific tourism construction directions, encourage tourism development agencies, training agencies, and supervision agencies to establish tourism management departments, and make specific arrangements for the development of rural tourism in Qin Dong area; second, we should strengthen the impact assessment and environmental monitoring of tourism environment in Qin Dong area, and pay attention to the natural ecology. Protection and maintenance of cultural buildings and tourism consumption; Third, we must break the convergence of rural tourism resources in Qin Dong area, promote the strategy of winning by quality and characteristics, enhance the attraction of tourism products and the revisiting rate of tourists with characteristic tourism as the cultural connotation, and integrate the rural tourism resources of Qin Dong area to realize Unified planning, unified development, unified promotion and unified protection sharing mode; Fourth, we should realize the diversification of tourism management based on the principle of all-round connection between rural tourism and local agriculture and economic development, abandon the single idea of "ticket economy", establish multi-channel financing paths, strengthen the management level and improve the service quality.

## 5. Conclusion

In a word, in order to realize the industrialization of tourism resources and highlight the quality

and characteristics of rural tourism resources in Qin Dong region, we must improve the quality of rural tourism with unique rural tourism scenic spots and folk culture, shape a new image of rural tourism industry in Qin Dong region, and make it the business card of tourism development in Shaanxi “east gate”.

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