

# **Analysis of Rural Ecotourism Development Based on Rural Revitalization Strategy**

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**Abstract:** in the context of the rural revitalization strategy, in order to achieve the upgrading of the rural industrial structure, the development of rural ecotourism has become an important measure to promote rural revitalization. By using the development of rural ecotourism to solve the problems of China's current rural economic slowdown and labor shortage in order to further reduce the economic gap between urban and rural areas, and promote the rapid improvement of China's social economy.

## **1. Introduction**

In the context of the rapid development of China's tourism industry and the increasing per capita income, the implementation of the rural revitalization strategy has led to more people's favor for the emerging rural ecotourism model, and even rural tourism in China in recent years. The industry has developed by leaps and bounds. In addition, with the continuous improvement of the rural eco-tourism industry model, the villagers' economic income and living standards have also been effectively improved, further laying a solid economic foundation for the strategic goal of building a well-off society in China.

## **2. The Important Value of Developing Rural Ecotourism Industry**

### **2.1 Promote the Upgrading of Rural Industrial Structure**

With the rapid development of the national economy, the economic income and living standards of urban residents have continued to increase, and due to the rapid pace of life in developed regions, urban residents' work and mental pressure have been continuously backlogged, which has prevented them from being effectively released under the denseness of high-rise buildings. This makes the rural ecotourism model gradually become one of the most popular tourist choices. Therefore, with the gradual increase of consumers in the rural ecotourism industry, the economic income and living standards of rural residents have also been rapidly improved, which has led villagers to support the development of the rural ecotourism industry, thereby promoting the upgrading and structure of the rural industry to a certain extent. Optimization. [1] In order to give tourists a better feel of rural ecotourism, the builders of rural tourism industry need to strengthen the optimization and innovation of planting models and agricultural products, and actively introduce modern agricultural planting technologies, and strengthen the cultivation and cultivation of ornamental vegetation, so as to further Promote the rapid development of the rural ecotourism industry, and enable rural residents to use agricultural products with unique local characteristics to further increase their own income, and promote the early realization of China's strategic goal of building a well-off society in an all-round way.

### **2.2 Increase Villagers' Economic Income**

Although China is a large agricultural country, agricultural cultivation alone cannot effectively increase the income of villagers. In order to further increase the villagers' economic income and improve their living standards, China needs to vigorously develop the rural ecotourism industry without affecting villagers' daily life and farming. Under the premise of expanding the income

channels of villagers. [2] Therefore, in order to effectively promote the rapid development of the rural ecotourism industry, relevant tourism industries need to provide material compensation to villagers during project development, and the government and related enterprises must provide a large amount of economic support for tourism projects to avoid harming villagers' farmers due to illegal construction. Functioning to provide unnecessary trouble for their living and farming. Moreover, with the construction of the rural tourism industry chain, tourists will generally purchase local agricultural and sideline products with unique regional characteristics during the rural tourism process, and the agricultural products grown independently by the villages will have unique green, natural, and healthy characteristics, which leads to The product price will be higher than the daily purchase price, which will further help the villagers increase their economic income and improve their living standards.[3]In addition, the construction of the rural eco-tourism industry chain can further improve the backlog of rural surplus labor, help villagers to free themselves from heavy land cultivation, and with the continuous expansion of the tourism industry chain, it can also enable villagers to ensure land revenue on the basis of Obtaining additional income and spontaneously using the industrial chain to carry out marketing channels can not only effectively improve the lives of villagers, but also further promote rural revitalization.

### **2.3 Promote Rural Cultural Heritage**

In order to vigorously develop the rural eco-tourism industry, related tourism companies will carry out certain transformation and construction of rural public service facilities and environmental conditions in order to improve the sensory experience of tourists. Therefore, with the continuous improvement of the rural eco-industrial chain, the living standards of villagers they have been greatly improved, and their economic level has been promoted to a certain extent. In addition, the construction of rural ecotourism can further promote the inheritance of rural local culture. Because tourists not only appreciate the natural beauty in the process of rural tourism, they will also be keen to understand and experience the local customs. This makes rural ecotourism not only satisfy tourists. The demand for viewing traditional culture and characteristic homestays can further promote the rapid improvement of the villagers' comprehensive literacy, resulting in a strong awareness of protecting traditional culture, thereby further strengthening the spread and construction of rural local culture. [4]

## **3. Existing Problems in the Development of Rural Ecotourism under the Background of Rural Revitalization Strategy**

### **3.1 Lack of Professional Management Talent**

As the main purpose of the development of China's rural ecotourism industry is to improve the improvement and upgrading of the rural industrial structure, in order to further promote the rapid development of China's rural economic industries, China needs a large number of professional management personnel to effectively implement scientific planning and strategic guidelines. However, when investigating the quality level of the employees in the current rural ecotourism industry in China, it was found that a large number of high-quality and high-skilled professional management talents are lacking, which has prevented the scientific and efficient rural ecotourism strategy from being effectively implemented. During the implementation of the plan, there was a lack of understanding of local culture, society, and natural phenomena, resulting in a waste of natural resources and the inability to use long-term vision to provide reasonable advice for the sale of tourism products. As a result, the rural ecotourism industry could not be effectively expanded, and the daily life and economic income of the villagers have brought unnecessary influence and trouble. [5]

### **3.2 Homogeneity of Rural Ecotourism Industry Structure**

As China's proposal for rural ecotourism construction is relatively late, this has caused some tourism enterprises to lack scientific and reasonable planning for industrial development in order to

quickly improve economic benefits, and a large number of existing tourism models have been cited, resulting in some rural tourism construction losing places. Traditional characteristics, and because of too close industrial models, the development of the overall management of the tourism industry is constrained. For example, with the rapid rise of the farmhouse business model in recent years, a large number of rural tourism companies have imitated it in order to quickly improve the economic benefits of the company, but in the end it has lost tourists due to lack of its own characteristics, resulting in most farmhouses. After a short period of large profits, it has entered a long-term economic loss. [6] In addition, by using economic benefits activities at the expense of the original local characteristics, it will bring huge damage and consumption to the original local natural and social environment, so that it will spend a lot of time in the future to scientifically restore the natural and social environment. This has a huge impact on the lives and economic income of local villagers.

### **3.3 Economic Development and Environmental Protection Cannot Be Effectively Merged**

The main purpose of rural ecotourism construction is to take advantage of the development of rural tourism industry, quickly increase the economic income of villagers, and use environmental construction to improve the living standards of villagers. However, because different regions will be affected by regional factors, the ecological environment cannot be effectively maintained and improved due to lack of environmental awareness and environmental protection equipment, so that the living and tourist garbage caused by a large number of tourists cannot be completed in a short time. Digestion of nature and equipment has brought huge additional consumption to the rural natural environment, causing the rural environmental pollution to gradually increase, and began to continuously affect the daily lives of rural residents and agricultural cultivation.

### **3.4 Rural Ecotourism Industry Structure Lacks Market Expansion**

Based on the research on the current mode of rural ecotourism, it is found that although most rural ecotourism areas have various forms of characteristic tourism products, due to their lack of expansion and promotion of product sales and publicity channels, the tourist source market is too narrow to be able to effectively improve the economic returns of rural villagers. Moreover, because rural ecotourism companies ignore the shaping of distinctive brands, which leads to the loss of tourists due to the lack of tourism brands with strong influence, and the inability to use brand influence to attract a large number of tourists, so that in the end due to lack of tourists, The closure and scale reduction of the rural tourism industry has hindered the efficient completion of the strategic goals of a well-off society.

## **4. Important Measures for Rural Ecotourism Development under the Background of Rural Revitalization Strategy**

### **4.1 Cultivate Professionals in Rural Ecotourism Management**

As the quality of management talents is an important factor affecting the efficient development of the industry, in order to effectively promote the rapid development of the rural ecotourism industry, various regions need to strengthen the cultivation and introduction of high-quality tourism professionals, and by creating a good employment environment for them, This makes it possible to improve and upgrade the rural tourism industry system systematically and humanely, and to provide rich experience and training assistance for continuing talents, thereby further promoting the rapid expansion and promotion of the rural ecological industry. [7] In addition, in order to retain the management professionals in the rural ecological industry, tourism companies need to make reasonable salary adjustments based on their actual marketing and management contributions, and effectively stimulate their sense of belonging to the industry, so that they can use their professional strength to promote the industry's. It has made rapid progress and can use its interpersonal relationships to bring new power to rural areas and further promote the sustainable development of the rural ecotourism industry.

## **4.2 Local Characteristics of Developing Rural Ecotourism Industry**

As China has abundant natural and traditional cultural resources, in order to further promote the rapid development of the rural ecotourism industry, related companies need to design scientific and reasonable industrial planning based on regional human characteristics, and develop regional human characteristics into well-known industrial brands. This will further increase the social influence of tourism companies, and effectively attract a large number of tourists to sightseeing, and promote the harmonious, efficient and sustainable development of the rural ecotourism industry. For example, when constructing a rural ecological tourism chain with ethnic minority characteristics, industry managers can use the authentic ethnic minorities by understanding and publicizing the traditional culture of ethnic minorities, and strengthening the protection and recording of traditional cultural heritage. Features to attract urban residents to go sightseeing, and to strengthen their senses in the unique traditional cultural experience, so that it becomes a living publicity advertisement, and further increase the number of people in the rural ecotourism industry. In addition, related companies need to design experience projects that can relax the daily lives of residents and reduce the distance between residents and tourists in accordance with regional characteristics and ethnic customs, resulting in a gradual increase in tourists' demand for tourism products and effectively promoting sustainable development Progress of rural ecotourism industry.

## **4.3 Establish and Improve the Management Regulations of the Rural Ecotourism Industry**

In order to promote the sustainable development of the rural ecotourism industry, the managers of the tourism industry need to strengthen the construction and improvement of infrastructure. By designing unique ecotourism projects, they can attract more tourists' attention and cause them to explore. The strong desire has led to a large number of repeat customers for the tourism industry, and through its active publicity, it has further increased the number of mobile people in the rural ecotourism industry chain. First, in order to build sound infrastructure, the district governments need to understand the basic conditions of local residents' living conditions and the development and construction of the tourism industry, and carry out scientific and reasonable comprehensive planning for the infrastructure of the tourism area to avoid the lack of detailed information. Sub-construction has brought huge waste of resources and economic loss to tourism enterprises. In addition, although most of the basic service facilities are currently fully prepared by the government, in order to ensure that the basic service facilities purchased by the government can be implemented into the daily lives of villagers, managers need to strengthen the overall supervision of the infrastructure construction process, so that Villagers' daily lives can be effectively improved. In addition, the country needs to set specific legal protection and punishment measures for the rural ecotourism industry. While ensuring that the rural eco-industrial industrial chain can develop harmoniously and sustainably, it must also use legal regulations to safeguard the legitimate rights and interests of consumers and operators, So that the rural eco-tourism industry can form a safe and healthy marketing system.

## **4.4 Using Information Technology to Expand the Rural Tourism Industry Market**

In order to further increase the social influence of the rural ecotourism industry, regional tourism companies need to strengthen the effective use of information technology, through the online marketing of local unique tourism products, and the traditional culture and natural scenery with unique mysterious characteristics. Advertisement, thereby further increasing the visibility of the rural tourism industry in the region and arousing the tourism desire of urban residents. In addition, the tourism industry also needs to strengthen the application and practice of modern tourism technology. By integrating it into the daily rural tourism and living experience, it can further strengthen the tourists' characteristic folk customs, so that they will not be too rigid industries. Copying the model and losing the desire to revisit the hometown further enhanced the recognition of the regional rural ecotourism industry, promoted the establishment and development of regional specialty product brands, and promoted the early completion of a well-off society in an all-round way.

## 5. Conclusion

In a word, the development of rural ecotourism construction is an important means to promote the integration of urban and rural areas in China and to achieve national rejuvenation. Therefore, in order to effectively improve and expand the rural ecotourism industry structure, the government and related enterprises need to strengthen their industry chain supervision and improvement by using the characteristics of local ecology and spiritual civilization, it will further promote the sustainable development of the rural ecotourism industry, increase the economic income of rural residents and improve their living standards, and effectively close the economic gap between urban and rural areas.

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