

Development of Rural Tourism in Suburbs and Rural Tourism Community

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Abstract: To study suburban rural tourism and its community development, the spatial structure of rural tourism community was analyzed from the perspective of urban social geography. Under the background of the rapid development of urbanization and urban-rural integration, "people-oriented" idea should be taken as the core idea to fully embody social justice, improve the quality of life of urban community residents, and reshape the regional functions of rural tourism scenic spots and communities in urban-rural integration, and construct corresponding management system.

1. Introduction

With the continuous improvement of people's demand for tourism and residential ecological environment, suburban rural areas, relying on their special geographical location and tourism resources, have more and more space in the development of new tourism. Therefore, it is of great significance to study suburban rural tourism development and rural community development with urban social geography as an analytical tool. In view of this, under the background of the rapid development of urbanization and urban-rural integration, this paper studies the problems and solutions in the process of suburban rural tourism and its community development.

2. Suburban Rural Tourism and Suburban Rural Tourism Community

2.1. Suburban rural tourism

Rural tourism is a kind of tourism attraction which takes rural natural scenery, cultural relics, folk customs, agricultural production, peasant life and rural environment as its tourist attraction, and takes urban residents as its target market to meet tourists' needs of leisure, vacation, experience, sightseeing and entertainment. Rural tourism is a tourism activity with rural culture and environmental characteristics located in rural areas. The location distribution (types) of rural tourism in China mainly includes two types: scenic fringe type and suburban type of large and medium-sized cities [1]. There are mainly two dense zones around the city: the densest zone is about 20 km away from the city, and the sub-dense zone is about 70 km away from the city [2]. The main driving force for the emergence and development of rural tourism is the pressure of urbanization and the needs of urban residents, so rural tourism in the suburbs of cities is the most developed and typical part.



Fig.1. Suburban rural tourism

2.2. Suburban rural tourism community

At present, there is no specific definition of tourism community. Based on the viewpoints of different scholars, this paper argues that a complete tourism community should include three basic conditions: natural, humanistic and other resources to attract tourists; a well-laid and fully-functioned tourism and life service network; and the productive capacity of tourism products to satisfy the rich and colorful consumption demand of tourists [3]. Therefore, the so-called rural tourism community refers to the community whose core scenic spots are surrounded by rural areas and farmers, where agriculture gives way to tourism and local residents take tourism as the pillar industry. Suburban rural tourism community is located in the junction of urban and rural areas. It is different from the general urban community and rural community in social structure, economic activities and community management, and it has unique characteristics.

(1) The social characteristics of rural tourism communities in suburbs. The characteristics of social composition in suburban rural tourism community are as follows: the operation mode of social structure, the residential differentiation in the community, and the social contradictions in the community.

(2) The characteristics of the economic composition of rural tourism communities in suburbs. Relevant studies suggest that the core tourism stakeholder system consisting of four elements: tourists, tourism enterprises (including investors), communities and governments with a more important impact on tourism development because of their development in tourism industry [4]. In the process, some special assets have been invested, which may be in the form of material assets or human capital assets. The core stakeholders bear the risk of tourism operation and are actively or passively linked with the development of tourism industry or closely or loosely.

(3) The characteristics of suburban rural tourism community management. In the initial stage of rural tourism development, a very important purpose is to help the poor through tourism. The experience of developing rural tourism at home and abroad proves that there are many problems in the development of rural tourism community, which need to be solved by the government. Therefore, the government should not only give macro guidance to rural tourism, but also carry out micro-management; not only become service providers, but also managers to a certain extent, integrating service and management [5]. However, with the gradual maturity of rural tourism development, the government should gradually withdraw from the operation and become a full service provider. Therefore, community participation is becoming more and more important. Community participation is a complex that includes all aspects of relations among community residents, tourism enterprises and government departments. Tourism enterprises play an important role in cooperation. As the most important part of the whole system, community residents are the concrete practitioners and beneficiaries of participating policies.

3. The Impact of Tourism Development on Rural Tourism Community in Suburbs

3.1. The economic impact of tourism development on rural tourism community

The most direct impact of rural tourism on rural tourism community is reflected in the economic aspect. As a new form of tourism industry formed by the mutual infiltration and integration of agriculture and tourism, primary industry and tertiary industry, its development will inevitably lead to the development of agriculture and related industries in rural areas, which is conducive to the comprehensive development and utilization of rural resources, the adjustment and optimization of agricultural structure, the increase of employment opportunities and improvement of the development of rural economy. On the other hand, the development of rural tourism will lead to the rise of prices and the increase of residents' living costs. Because the development of tourism often involves land expropriation, it will also cause the disappearance of traditional industries (mainly agriculture), and make those rural residents who depend on traditional industries face the danger of unemployment [6]. In addition, there is also the problem of uneven return on tourism revenue. From the perspective of national practice, the main functions of rural tourism on community development are as follows: to improve farmers' economic income and help them get rid of poverty; to provide

employment opportunities for rural surplus labor force; to promote the adjustment of rural industrial structure; to narrow the gap between urban and rural areas, and to promote the comprehensive development of rural communities. The role and significance of rural tourism has been widely recognized, and rural tourism has become the driving force of rural development in China.

3.2. The social impact of tourism development on suburban rural communities

Through tourism activities, rural residents establish an interactive relationship with tourists, which will have a corresponding social and cultural impact on both sides. For local residents, the contact with tourists is continuous and long-term. Tourism activities will have an impact on rural communities in terms of values, moral standards, individual behavior, family relations, collective lifestyle, community organizations, and so on. These influences not only help to affirm and protect the traditional culture and the original value system of the rural community, but also promote the spread of advanced culture to the rural community, promote the birth of new values, and make the life of the rural residents more perfect. Women get employment opportunities through participation in tourism activities, achieve economic independence, and their social status has been widely recognized and improved. Of course, the development of tourism has also produced social problems such as environmental pollution and rising crime rate [7]. These problems are often borne by neglected communities in the development of tourism, resulting in dissatisfaction or even resistance of community residents.



Fig.2. Environmental pollution caused by rural tourism

4. Rural Tourism Community Development Based on the Concept of Urban Community System

4.1. Regional functions of suburban rural tourism scenic spots and communities based on urban community system

From the perspective of social spatial structure, tourism resources and facilities in the community of tourist destination should be shared, and should be used by local residents, tourists, the public and other groups. The development of tourism has the characteristics of public goods, and the beneficiaries of this product should also include many local interest groups. Most of the community residents in foreign tourist destinations act as undertakers of "hidden costs" in tourism development, but they are "marginalized" in the distribution of benefits brought by tourism development. Community residents can not enjoy the benefits of tourism, so they have a bad perception of tourism and tourists, which leads to the exclusion of tourism development and hinders the sustainable development of tourism [8]. Therefore, incorporating suburban rural tourism community into urban community system can not only promote the diversification of urban and rural social composition, share the achievements of urbanization and tourism development, promote the integration of urban and rural development, but also contribute to the harmonious development of urban and rural areas, thus promoting the healthy urban development of suburban villages.

In recent years, domestic urbanization has been developing at a high speed. The phenomenon of insufficient urban green space has attracted great attention. Improving urban ecological quality and optimizing human settlements is an important task for many cities at present. Suburban rural tourism scenic spot itself is an important part of urban ecological land, and also a major component

area to meet the leisure and entertainment needs of citizens. At present, the development of Eco-city, idyllic city and low-carbon city will give full play to the ecological recreational function of suburban rural tourist attractions and communities in the construction of urban recreational belt. Rural tourist attractions directly act as or transform into urban recreational green space, which is not only conducive to the development of agriculture and forestry in metropolitan areas, but also conducive to the introduction of nature into cities, thus integrating the construction of urban central area and suburban green space and maintain ecological balance [9]. Its advantages are low construction cost, low energy consumption, and full play of the recreational functions of rural communities and scenic spots. Utilizing rural landscape and community customs in modern cities to develop urban rural tourism can make suburban villages become tourism functional areas under the integration of urban and rural tourism, which is conducive to meeting the entertainment and leisure needs of citizens.

4.2. Management system of suburban rural tourism community based on urban community system

Suburban rural tourist attractions and community development are not static areas isolated from the urban system. The neglect of problems existing in the construction and management of suburban rural communities will inevitably bring many problems to the future urban development. The contradiction between urban expansion and rural development, as well as the management and institutional problems of rural tourism, are not conducive to the harmonious development of urban-rural integration. From the research on urban living space and sustainable development of communities in China, the management of rural tourism communities in suburbs under the urban community system will be highlighted in the following six aspects: first, the harmony between urban living space and nature; second, the coordination development of urban living space structural elements and integration of community system elements; third, the integration of urban living space and community; fourth, the overall artistic layout of urban living space and community situational space; fifth, the design of green urban living space and green community; sixth, the establishment of urban living information space and intelligent environment community [10].

5. Conclusion

In order to build a harmonious relationship between urban and rural areas, the relationship between suburban rural tourism development and rural tourism community development was analyzed from the perspective of urban social geography. This study argues that China is in the background of rapid development of globalization and marketization, so it is extremely important to pay attention to the coordination and coordination between the development of suburban rural tourism and the development of rural tourism community.

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