

New Exploration of Rural Tourism to Create a New Engine for Rural Revitalization

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Abstract: Vitalization of the countryside is an important part of our country's great struggle to achieve the goal of "two hundred years". It is also an important strategy for building a well-off society in an all-round way. The development of rural tourism is of great significance to the implementation of the strategy of rural revitalization. It is also an important way to realize the strategy of rural revitalization. At the same time, it plays a great role in promoting the development of rural areas. However, there are many shortcomings in the development of rural tourism in China. In the new era, rural tourism development should really help the implementation of the strategy of Rural Revitalization by establishing and perfecting the benefit distribution system and supervision and management mechanism, highlighting the main role of farmers in the process of tourism development, and adhering to the concept of sustainable development.

1. Introduction

In the report of the Nineteenth National Congress of the Communist Party of China, the important development strategy of "rural revitalization" was put forward for the first time, and the overall layout of "three rural issues" (farmers, countryside and agriculture) was carried out to enable the countryside to develop continuously in the direction of industrial prosperity, ecological livability, rural civilization, effective governance and prosperity of life. With the acceleration of urbanization, rural tourism has gradually developed into an important part of domestic tourism because of its unique ecological environment, living environment and idyllic scenery. In recent years, great progress has been made in the development of rural tourism in China. In the implementation of the strategy of rural revitalization, we should build tourist attraction zones with diversified functions, rural residential accommodation and characteristic forest towns according to the actual situation of the countryside, so that tourists can better enjoy the time of tourism. The strategy of Rural Revitalization can bring great opportunities and challenges to rural tourism. Implementing the strategy of Rural Revitalization can discover its cultural connotation according to the location and conditions of rural areas, give full play to the unique ecological advantages of rural areas, improve tourists' feelings in the process of tourism from the aspects of local customs and culture, brand building and tourism product development, stimulate rural domestic demand, and enable rural tourism to develop continuously in a healthy and sustainable direction. However, there are also some problems in the process of rural tourism development, such as single product, lack of characteristics, fierce competition among peers, brand in some areas, lack of standardization and so on. With the full implementation of the strategy of rural revitalization, a brand-new poem on "agriculture, countryside and farmers" will be compiled in the field of hope, and the development of rural tourism will be an important engine for the implementation of the strategy of rural revitalization.

2. The Importance of Developing Rural Tourism to the Strategy of Vitalizing Rural Areas

2.1 Rural tourism is an effective assistant in implementing the strategy of revitalizing the countryside

To build a beautiful countryside, first of all, we need to explore its cultural beauty. Culture is the

soul of a countryside. A countryside without culture is like a tree without roots, and ultimately it will not escape the fate of apoptosis. At present, in the construction process of some beautiful countryside, only attention is paid to the construction of cultural Hardware facilities, such as cultural walls, leisure squares, sports facilities, exhibition halls and so on. However, it ignores the inheritance and dissemination of its cultural connotation, and the rural culture will gradually be lost, and the development of rural tourism can effectively disseminate and promote rural culture. Rural tourism should not only excavate and sort out advanced cultural materials, improve the training and guidance of rural farmers' cultural literacy, but also strengthen the protection of rural folk customs and rural intangible cultural heritage. It should also increase the diversity of rural tourism products, inherit and innovate the local culture which is appreciated and compatible with elegant and popular customs, so that people can truly feel the charm of the countryside. Let rural culture play a shining role in rural tourism and create new brilliance.

2.2 Rural tourism is the strong backing to promote poverty alleviation and development in rural areas

"Well-off is not well-off, the key is to look at the fellow countrymen." Solving the problems of "agriculture, countryside and farmers" and helping rural farmers escape poverty are the basic goals of rural revitalization. Developing tourism in rural areas will also bring huge and sustained economic income to rural areas. Making rural tourism a new pillar industry in rural areas can not only achieve precise rural development and poverty alleviation, but also enable urban tourists to enjoy diversified rural life, increase the happiness of tourists, increase the income of rural farmers, improve their living standards, and make rural farmers and the people of the whole country common prosperity and enjoy the brilliant sunshine of a well-off society.

2.3 Rural tourism is the guide to build ecologically livable villages

There are beautiful countryside, only beautiful China. Rural ecological livability is one of the important goals of promoting the strategy of rural revitalization. Whether the ecological environment of rural areas is suitable for peasants' life affects whether the Central Committee Document No. 1 can be perfectly implemented, and also affects the happiness index of its residents. Accelerate rural environmental renovation, make up for shortcomings, and seek long-term, so that the green index of ecological civilization constantly promotes and improves the happiness index of the masses, so that rural tourism can develop better. The development of rural tourism plays an important role in guiding ecological livability. Enough ecology and livability of the environment can attract more foreign tourists to visit and participate. Where is not perfect enough, tourists will also evaluate and guide, so as to make rural development better. Therefore, the development of rural tourism has a great role in promoting the construction of rural ecological livability, which is conducive to the formation of a good social order in the countryside, so that rural farmers can get a more substantial, more secure sense of happiness and security at the door of their homes.

3. Problems in the Development of Rural Tourism

Rural tourism plays an important role in the strategy of Rural Revitalization determined by the Nineteenth National Congress of the Communist Party of China. To a certain extent, it also systematically solves the problem of "agriculture, countryside and farmers". In some areas of China, rural tourism has brought new employment opportunities and economic income sources to farmers, promoted the modernization of agricultural development in the market, organization and other aspects, improved the living environment of the people and improved the construction of rural infrastructure. However, in the process of developing rural tourism, there are still some shortcomings, which need further improvement. To find and solve the problems and difficulties in the development of rural tourism is of great significance to better implement the strategy of Rural Revitalization and promote the green sustainable development of rural areas.

(1) There is a big gap in the distribution of tourism benefits, increasing the gap between the rich and the poor in rural areas. Market and government play a decisive role in grasping and regulating

the healthy development of rural tourism economy. However, in some areas with better conditions, the local government departments can not effectively control the economic market of tourism because of inadequate work or inappropriate intervention, which leads to the dominance of the market. Under the guidance of the market, in some areas with superior geographical position, farmers with certain capital and strong participation ability can seize the opportunity to quickly join the ranks of tourism management and become the tourism elite. Then some farmers who lack capital ability and investment vision are still engaged in cheap manual labor and gradually degenerate into marginal groups in the development of rural tourism. The gap between rural tourism elite and tourism elite is increasing, which inevitably enlarges the gap between rich and poor within rural tourism community.

(2) The insufficient participation of farmers has become the bottleneck of sustainable development of rural tourism. Attaching great importance to the economic income brought by large-scale operation while neglecting the economic strength of small-scale peasants, some peasants in the countryside can not participate in rural tourism and agricultural industry. Although some research results show that the modernization of agricultural production based on small-scale peasants in China is not suitable to adopt land lease-based land flow transformation management mode, in the process of developing rural tourism and realizing agricultural modernization, a few local government departments can not rationally understand and discover the development law of rural tourism, and blindly pursue large-scale economy. Improving the overall GDP while neglecting the important role of farmers and small-scale peasant economy in the development of rural tourism. In the process of development, large-scale land transfer as the main means of management can greatly increase rural GDP in a short time, but excluding farmers from industrial development without considering their development has threatened the basis of sustainable development of rural social economy and is not conducive to its sustainable development.

(3) Extensive development mode makes the ecological environment overloaded. At present, China's rural tourism mainly adopts the low-level development model of "eating farm food, doing farm work and living in farm houses". In the process of reflecting rural tourism, tourists can not get high-level enjoyment, villagers can not get enough economic income, can not reasonably use and develop rural resources, resources can not be maximized, just blindly pursuing the number of tourists. The increase of the quantity, ignore the withstanding capability of the ecological environment, and lead to too much tourists increase rural tourism ecological environment load, especially in some gold holiday, excessive influx of tourists makes rural sanitation equipment, sewage, reception service equipment, transportation equipment, information services and other heavy equipment, so as to destroy the countryside ecological balance and environment pollution. At the same time, it also reduces the sense of experience of tourists.

4. The Way to Create a New Engine for Rural Revitalization

The report of the Nineteenth National Congress clearly pointed out that in order to achieve the overall goal of Rural Revitalization strategy, we must promote the modernization of agricultural and rural development, change the traditional single mode of agricultural production, and realize the comprehensive development of rural areas. Under the strategy of rural revitalization, if rural tourism wants to break through the bottleneck of development, it should start from the following aspects:

(1) Improving the mechanism of interest distribution and rights supervision. In the development of rural tourism in China, the distribution of interests is unfair, the gap between rich and poor farmers is large, and the vulnerable groups lack of security and other issues are very prominent. Local government departments should establish and improve the mechanism of interest coordination management, at the same time, establish a sound system of interest distribution and rights protection, coordinate and supervise the main interests of all parties, focusing on the control of foreign capital. Secondly, the government departments and relevant units should increase the mutual exchange, communication and trust among various stakeholders so that they can share resources, develop together and prosper together to form a highly cooperative and coordinated

arrangement. Farmers often deal with the bottom of society. The government should focus on the poor people in the countryside and protect their basic interests. Rural management should not deprive the poor people of their interests. Relevant trade associations should also play a coordinating and supervisory role. They should supervise the actions harming villagers' interests. They should also establish and improve the mechanism of interest coordination and supervision so that all stakeholders can benefit each other and avoid the excessive gap between rich and poor caused by rural tourism.

(2) Highlighting the Subjective Status of Rural Residents in the Development of Rural Tourism. Farmers are not only the main body of implementing the strategy of rural revitalization, but also the final foothold of rural revitalization. Although Rural Revitalization is a national strategy put forward by the Party Central Committee and the State Council, the fact that it is successful and effective is not without the extensive participation of many subjects. Villagers are the main builders and ultimate beneficiaries in the strategy of rural revitalization. Villagers' active participation can not be lacked in rural revitalization. At present, there is a lack of a group of high-quality talents in the development of rural tourism. When facing this problem, we should not only pay attention to the introduction of foreign high-quality talents, but also explore and cultivate talents in the countryside. Only by selecting and cultivating a group of farmers who are skilled in technology, management and management can we fundamentally solve the problem of talent shortage and provide continuous power output for the implementation of the strategy of rural revitalization. Attaching great importance to the main part of rural residents in rural development can not only mobilize the initiative and participation of residents, enable villagers to actively participate in rural tourism development, rural social construction and other work, but also properly handle tourist tourism and rural residents' production.

(3) Sticking to the Idea of Sustainable Development of Rural Tourism. Rural tourism mainly relies on beautiful natural scenery, good natural environment and unique rural folk customs to attract foreign tourists. If we blindly pursue the development of rural tourism and uncontrolled development of rural resources, destroy its balanced ecological environment and disrupt the local social order, rural tourism will also become a source of no origin, difficult to sustain development, and even unable to achieve rural development. All-round development and common prosperity. Therefore, in the process of rural tourism development, we should adhere to the concept of sustainable development. We should develop and plan scientifically according to the local conditions. At the same time, we should pay attention to training local government administrators and rural tourism practitioners to protect the ecological environment and disseminate and spread the fine traditional culture and ideas in rural areas. Finally, full consideration should be given to the possible negative impact of tourism development on rural environment and villagers, and preventive measures and preparations should be made in advance.

5. Conclusion

The development of rural tourism and the implementation of Rural Revitalization Strategy play an important role in helping farmers get rid of poverty and become rich, protecting the ecological environment and building beautiful countryside. Under the background of vigorously implementing the strategy of rural revitalization, rural tourism also meets new development opportunities and vitality. The importance, protection and development of rural culture also bring cultural charm to the countryside, making the countryside more poetic and demonstrating its ecological civilization value. In the process of developing rural tourism, we must establish and improve the benefit distribution system and the supervision and management mechanism of government departments, narrow the gap between the rich and the poor, highlight the main status of farmers, and adhere to the concept of sustainable development. Only in this way can rural tourism truly become an effective path choice to promote the strategy of rural revitalization.

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