

Fusion Development of Rural Tourism and Cultural Creative Industries under the New Normal

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Keywords: Fusion Development; Rural Tourism; Cultural Creative Industries; New Normal

Abstract: In the decisive stage of building a well-off society in China, the development of the countryside is of great significance to China. When the economy enters the new normal, the economic upgrading and transformation will have a profound impact on China. The role of the country in the development of cultural factors is becoming more and more obvious. Under the background of the continuous improvement of people's living standards, the tourism industry has also made great progress. Therefore, the combination of tourism and culture has become the focus of people's research. Tourism needs the value connotation of cultural and creative industries, and cultural and creative industries also need to spread widely through tourism. This paper studies the integration and development of rural tourism and cultural creative industries under the new normal, in order to provide some reference opinions for relevant departments.

1. Introduction

China has gradually entered the new normal of the economy. Under this circumstance, the integration and development of rural tourism and cultural and creative industries is of great significance. Based on the background of the new normal, in order to realize the integration and development of rural tourism and cultural creative industries, we must actively explore ways of integration, so as to achieve a rational integration of the two, and achieve sustainable development of both, and build a well-off society for China. Inject fresh blood.

2. Research on the Integration and Development of Rural Tourism and Cultural Creative Industries

China's research on this aspect still has a certain gap compared with developed countries such as Europe and the United States, but there are also some studies worthy of people's thinking. In the study, scholars summed up the development model of tourism creative agriculture, and found that culture and rural agricultural development have mutual promotion. In the research, the author analyzes the reasons for the integration of the first rural tourism and cultural creativity, and gives constructive opinions on the way, value and operation mode of integration. China has also carried out related research on the integration of township agricultural tourism and cultural and creative industries. In the research, it is found that the integration and development of agricultural tourism and cultural creative industries needs the support of local government policies, so that the integration of the two can be better realized. At the same time, scholars expounded the connotation of creative agriculture in the research, and also provided a new development opportunity for rural tourism. Under the integration and development of cultural and creative industries, the new connotation and value of rural tourism were continuously improved.

China's first-tier cities or some areas with relatively loose-leaf economies have more practice in the integration and development of rural tourism and cultural creative industries, and they also have considerable theoretical research. In the research, people have carried out meticulous and scientific formulation and implementation of the guiding theory of the integration of rural tourism and cultural creative industries, internal needs, application strategies, products, etc., and continuously optimize the integration of rural tourism and cultural creative industries under the guidance of relevant theories.

Miyun County in Beijing has fostered strengths and circumvented the development process and put forward relevant opinions on the problems encountered in the development of rural tourism and cultural and creative industries, thus providing new ideas for the integration and development of Miyun County. In the integration of rural tourism and cultural and creative industries, Zhejiang Province also analyzes the current development status and proposes relevant development strategies. In the development of rural tourism and cultural and creative industries, Liangshan analyzes the development status of Liangshan from various angles and formulates relevant theoretical guidance, thus providing theoretical support for the integration and development of cultural and creative industries and rural tourism.

The theoretical and practical research on the integration and development of rural tourism and cultural creative industries abroad is relatively complete. In the process of rural tourism development, Canada introduced the participation of the community to rationally realize the effective integration of the creative culture industry. In order to make better use of cultural heritage, visit the residents of the Gusi community, and rationally adopt the opinions of the residents, so as to rationally develop tourism resources on the basis of cultural heritage protection, and continuously promote the tourism industry and the entrepreneurial culture industry. Core development. This case is based on the protection of cultural heritage in practice and then combined with the tourism industry for development.

However, in the research at home and abroad, it is found that there are still some aspects in the integration and development of rural tourism and cultural creative industries. First, the integration of the two has not yet formed a unified reference theory, and it has not been able to integrate the development of the two. The model is accurately combined. Secondly, the research on the integration and development of rural tourism and cultural creative industries is not comprehensive and systematic, and lacks advanced and scientific theoretical guidance.

3. The Necessity of the Integration and Development of Rural Tourism and Cultural and Creative Industries under the New Normal

In order to effectively realize the effective implementation of the "rural revitalization" strategy, promote the vitality of rural economic development, and enhance the income of rural people, it is necessary to promote the development of rural tourism according to local conditions and meet the actual needs of rural tourism. Under the new normal, the integration of rural tourism and cultural creative industries is the need to improve and enrich tourism products, and it is also an important content to enhance the connotation of tourism value. This will enable the rapid development of tourism and ensure the sustainable development of rural tourism.

In the process of upgrading China's socialist spiritual civilization, rural spiritual civilization is an important part. To realize the prosperity of rural culture and enhance the value of rural culture, it is necessary to use tourism to realize the rapid spread of cultural and creative industries. Under the combination of the two, the diversification of rural tourism is realized, which provides strong support for the transformation of rural culture.

China is a country with a vast territory and a long history. It has formed a splendid culture in thousands of years of development and played an important role in China's social and economic development. Today's excellent traditional culture still plays an irreplaceable role in economic development. Therefore, it is necessary to better integrate creative cultural products in the development of rural tourism and realize the effective dissemination of culture. At the same time, in the process of the integration and development of the two, it also helps to integrate China's excellent traditional culture and promote people's understanding and understanding of traditional culture.

4. The Development Strategy of Rural Tourism and Cultural Creative Industry under the New Normal

In the development of rural tourism, it is generally developed through the way of tourism and rural cultural industrial parks. However, at present, China's lack of creativity in the development of

the park, and indeed the main body and brand value, can not achieve the sustainable development of rural tourism in the new era in development, which makes the economic benefits of the rural tourism and cultural industrial park insufficient. Therefore, the rural cultural industrial park should be far-sighted, realize the transformation and upgrading of the cultural industrial park through various means, and continuously optimize the content and management and innovative development strategies with the support of policies, talents and funds. Through the use of multicultural themes, and actively build a platform for cultural exchanges, realize the gathering of tourism culture industry, and form a unique creative cultural gathering place with local characteristics in the development. At the same time, we must continue to strengthen the organization and analysis of rural culture, and actively create a rural cultural brand, and feel the local cultural connotation in the customer experience, and promote the development of culture in the way of experience. In the process of combining with the rural tourism industry, it must be based on local characteristics, in order to effectively achieve the coordinated development of the two. For example, in northern Shaanxi, it is possible to integrate the folk songs of northern Shaanxi, the red culture, the waist drums of northern Shaanxi, and the marriage culture, so that tourists can feel the connotation and value of rural culture in the cultural industry park, and at the same time enhance the sense of experience and identity of tourists. .

The rapid development of China's economy, the rural tourism industry has gradually faded out of sight, and it appears to be somewhat weak in development. Therefore, relevant departments should formulate flexible development models in response to such situations, thereby promoting the development of the rural tourism industry. At the same time, we must formulate different development models at different stages, and formulate different integration strategies at different stages, so as to promote the integration and development of the two methods. According to the actual situation, in some places where the rural tourism industry develops rapidly, it is basically to incorporate cultural innovation into tourism development. Therefore, in order to attract tourists, the rural tourism industry must constantly improve and enrich its tourism functions. The integration and integration of rural tourism culture and creative industries is an effective method and an important way to realize the strategy of "village revitalization".

In the process of rural tourism development, in order to better realize the integration and development of rural tourism and creative culture industry and realize the harmony of different interest groups, it is necessary to formulate a management mechanism that conforms to the development plan and the local actual situation. Therefore, the government should appropriately relax the industrial control. In a relaxed environment, rural tourism can more effectively attract the influx of external funds, which can inject new vitality into the development of rural tourism. In a relaxed environment, not only the influx of funds, but also the effective aggregation of various resources for people, thus providing good conditions for the development of rural tourism and cultural and creative industries. In the process of rural tourism development, the unreasonable system will often restrict its development. Therefore, in order to realize the rational allocation of resources and ensure the vitality of rural tourism development, it is necessary to formulate a fusion development strategy of rural tourism and cultural creative products, and formulate a unified Standards and assessment mechanisms can promote the rapid development of the rural tourism industry more effectively. In the assessment process of the demonstration park, the government should also innovate the mechanism to keep pace with the development of the times. At the same time, it must also strengthen investment in various aspects such as policy and capital, and provide a good environment and foundation for the integration of rural tourism and cultural industries. At the same time, in the process of the influx of market capital, through the market continue to provide rich tourism and cultural products, develop a good marketing strategy to ensure the activity and popularity of the rural tourism industry. Through the establishment of the Rural Tourism Cultural Industry Fund, the government can invigorate the development of rural tourism and ensure the perfect integration of rural tourism and cultural and creative industries.

If rural tourism is based on tourism, it is necessary to strengthen the attention to the whole area and all-weather content, and gradually form an independent and long-term operation scenic spot,

and provide rich activities for tourists in the experience of rural life. At present, rural tourism is generally centered on the cultural experience theme activities, such as the Xiongnu site in Jingbian, northern Shaanxi. In the process of tourists feeling the Xiongnu culture 1600 years ago, it can also be used for the Northern Shaanxi culture and the Xiongnu. Culture experiences and feels, and participates in rich experience activities in the desert. Therefore, the integration of rural tourism and creative culture industry should be realized through the following aspects: First, improve the livability of the new village. For example, in the development of the Xiongnu site in northern Shaanxi, it is necessary to continuously improve the overall environment of the village and enhance the livability, so as to attract more tourists. Since the Xiongnu site is in the Mu Us Desert, the ecological environment is getting better during the continuous afforestation process. Second, build a typical model rural cultural and creative industry. In the process of development of rural cultural creativity in northern Shaanxi, we must actively establish a cultural and creative industry, in order to achieve long-term development of culture.

Whether it is the rural tourism industry or the cultural and creative industry, there is a certain gap with the city in the development process. Many of the reasons are due to the lack of technology in the development of rural tourism. Therefore, in the rapid development of modern science and technology, we can use technology to enhance the core competitiveness of the rural tourism industry. Through technology, we develop unique and irreplaceable tourism culture products, and continue to enrich tourism products, enhance the connotation of rural tourism, and promote the effective integration of cultural and creative industries and rural tourism.

5. Conclusion

The integration of rural tourism and cultural and creative industries under the new normal is the inevitable result of social development, and also an important means of upgrading the on-site industry and promoting rural revitalization. Therefore, relevant departments need to realize the integration of multicultural industries, the integration and development of rural tourism culture and creative industries, improve the management mechanism, realize the independent operation of cultural scenic spots, and accelerate the integration of the two technologies to achieve rural tourism and cultural creativity. Effective integration of industry. Under the integration of the two, we can achieve the prosperity and stability of the countryside and ensure the sustainable development of our country.

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