

Analysis on the Deep Development of Xi'an Rural Tourism Economy

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Abstract: Developing rural tourism is an important measure for the construction of a new socialist countryside. At the same time, scientifically protect and rationally develop various rural scenery, carry out rural tourism, leisure, holiday and experiential tourism activities, further protect and protect the ecological environment and promote national culture, enrich and optimize China's tourism product structure, industrial structure, regional structure and market. The structure will play an active role. At present, rural tourism in Xi'an has the characteristics of rapid growth, wide market development and high cultivation, but overall, rural tourism is still in the primary development stage, lacking lasting market appeal, economic benefits, social benefits and ecology. The benefits are very limited. Therefore, wood research will be based on the development status of rural tourism in Xi'an, and how to carry out the development and development of Xi'an in order to embark on the path of sustainable development.

1. Introduction

After more than ten years of development, rural tourism in Xi'an has formed a certain scale. At present, there are 1492 rural households in the 13 districts (counties) approved by the local tourism bureau for franchising farmhouses, more than 30 municipal agricultural tourism demonstration sites, 4 national agricultural tourism demonstration sites, and 5 characteristic tourist folk villages. . Xi'an Municipal Party Committee and Municipal Government attach great importance to the development of rural tourism. The Municipal Tourism Administration and the Municipal Agriculture Bureau jointly formulated ((Xi'an Rural Tourism Development Plan) to promote rural tourism development. However, Xi'an rural tourism products still stay in the tasting of farm food. The primary stage of agricultural viewing, picking, playing mahjong and playing cards lacks sustained market appeal, and the economic and social benefits are very limited. In the process of developing township tourism, there is a lack of pioneering and innovative, in resource development, planning and development, and market. Operation, service level, etc., there are still obvious problems of extensive development, these issues will become the bottleneck of the sustainable development of rural tourism. Carry out relevant research to guide the efficient and sustainable development of rural tourism in Xi'an. There are only 7 research papers, and the research focuses on the development status and research countermeasures, and does not involve the deep development of rural tourism.

2. New Rural Construction Theory

Since the party's sixteenth time, the urban-rural dual structure has been cracked, and the current urban and rural development and coordinated development have been raised to the level of national strategy. The Party Central Committee clearly emphasized that the "three rural issues" are the top priority of the work of the party and governments at all levels, and they have repeatedly emphasized four times. The "CCP, the "Proposal of the Central Committee on Formulating the Eleventh Five-Year Plan for National Economic and Social Development", adopted at the Fifth Plenary Session of the 16th CPC Central Committee, put forward the important historical task of building a new socialist countryside and clarified the rural areas in the new era. The overall goal and requirements of agricultural development. At present, the leading industry of China's national economy has been transformed from agriculture to non-agricultural industries, and the driving force for economic growth mainly comes from non-agricultural industries. According to international

experience, China has entered the middle stage of industrialization. Promoting agriculture and taking the social development stage of the township. Building a new socialist countryside is a national regional development strategy that is closely integrated with China's national conditions. It is also the strategic thinking of regional coordinated development proposed by China after summing up domestic and foreign experience.

The construction of a new socialist countryside refers to the economic, political, cultural and social construction of the countryside in accordance with the requirements of the new era under the socialist system, and ultimately the realization of rural construction into economic prosperity, perfect facilities, beautiful environment and civilization. The goal of a harmonious new socialist countryside. The overall requirements are "production development, ample life, civilized villages, clean villages, and democratic management." These 20 words highly summarize the overall objectives of China's new rural construction, including political, economic, cultural, and social aspects of rural construction. Culture, the legal system, etc. are guidelines for the construction of new rural areas in China. At the same time, it also proposed the specific tasks of the new rural construction, namely, coordinating urban and rural economic and social development, solidly promoting the construction of a new socialist countryside; promoting modern agricultural construction, strengthening the industrial support for the establishment of a new socialist countryside; promoting farmers' continued income growth and consolidating socialism The economic foundation of new rural construction; strengthening rural infrastructure construction, improving the material conditions for the construction of a new socialist countryside; accelerating the development of rural social undertakings, cultivating new-type farmers to promote the construction of a new socialist countryside; comprehensively deepening rural reforms and improving the new socialist countryside Institutional security for construction; strengthen rural democratic political construction; improve the rural governance mechanism for building a new socialist countryside; earnestly strengthen leadership and mobilize the entire party to care for, support and participate in the construction of a new socialist countryside.

3. New rural construction and rural tourism

The implementation of the socialist new rural construction strategy has enriched the content of rural tourism, brought new opportunities for development, pointed out further development directions for rural tourism development, and provided policy and financial support for the development and development of rural tourism. Improve infrastructure construction. It is clear that the ultimate goal of developing tourism in rural areas is to promote infrastructure construction in rural areas, scientific and rational planning, change the backwardness of rural areas, improve the quality of farmers, and increase farmers' incomes and increase their wealth. Promote the construction of material and spiritual civilization in the countryside. At the same time, the construction of a new socialist countryside has also provided theoretical guidance for the in-depth development of rural tourism. Rural tourism has a history of more than 100 years in developed countries in Europe and America, and has been developed by developed countries as an important measure to revitalize the economy of rural areas. For example, New Zealand, Ireland, France and other countries regard rural tourism as an important means of stabilizing the rural economy and avoiding the blind migration of rural populations. They have given strong support in terms of funds and policies. At the same time, governments at all levels in developed countries regard rural tourism as a source of rural economic growth and job creation, and a strategic industry for rural development as an important part of regional planning. From the perspective of rural tourism development practice in developed countries and regions, putting rural tourism at the strategic level of economic development in rural areas is an effective measure to promote rural construction. The development of rural tourism has positive effects on the construction of new rural areas in the following aspects.

The development of rural tourism, especially the development of tourism in rural areas around large and medium-sized cities, on the one hand, can transfer the consumption of urban residents to the countryside, and provide funds, advanced life concepts and ideas for the development of the

Nongfeng area, to a certain extent. Embodied`. On the other hand, the demand for rural tourism development can promote the adjustment of industrial structure and product structure in rural areas, form high value-added economic industries, and effectively promote the industrialization of rural areas. The demand for food, housing, tourism, shopping, entertainment, etc. drives the development of related industries such as agricultural and sideline products, handicrafts, Wentong transportation and real estate, and then promotes the structural adjustment of industries in the rural areas and the transformation of economic growth mode. "The goal of production development.

4. Countermeasures for the deep development of rural tourism in Xi'an

First, the raw materials for catering-type rural tourism products should be local, and their operators should have their own vegetable and food production areas, livestock and poultry cages or stocking areas, or fresh food provided by local rural tourism suppliers. Ecological vegetables, fruits and poultry to ensure the freshness, greenness and safety of the food ingredients provided to visitors. If the catering-type rural tourism is a large-scale development destination, it can form a localization of the industrial chain: try to make the localization of tourists in the rural areas of travel, food, accommodation, tourism, shopping, entertainment, etc., forming a large number of places Supply professional households (chicken farm, planting vegetables, growing grain, handicraft production, wonderful folk performances, etc.). At present, many rural tourism operators, especially large-scale business households, use flour, oil, vegetables, livestock and poultry that are not locally grown or farmed. There is no difference in the quality of food consumed by urban residents and the daily consumption of urban residents. Attractive, not conducive to its deep development.

Second, the catering-type rural tourism operators should actively carry out technological innovation, adopt new cooking techniques and designs, and actively develop and use the farmer's self-product materials to cook novel, beautiful, nutritious, good-quality, inexpensive dishes. Diet, and can highlight the local food culture and design, and design a different food menu from the city hotel, in order to attract more diners. In the choice and use of tableware, we strive to be simple, simple, and not fancy. In the process of cooking food, we must adhere to the principle of "fine grain and coarse grain". Now there are many coarse grains on the table at the high-class banquet, and the workmanship is exquisite and the price is high. This is also the pursuit of returning to nature and returning to nature. The specific embodiment of the diet. In view of the actual situation of suburban dining-style rural tourism competing for tourists, different rural tourism operators should strive to develop their own special dishes, signature dishes, and packaging, naming the names of dishes that are easy to spread, with high quality and characteristics. The word-of-mouth and brand effect formed by dietary products can continue to develop healthily. It is recommended to hire a famous chef to develop, use TV-related programs or establish a special website or contact the well-known rural tourism network for publicity and marketing.

Third, the overall environment of the farmers and the layout of the indoor catering environment are also a very important factor to attract tourists. Operators should rely on their own ecological environment and various resources, such as the mountains and rivers, small bridges, the fragrance of wildflowers in the mountains, etc., to create a simple and simple, fresh and elegant dining and rest environment for both farmers. The realm of "showing a meal" makes travellers forget to return and enhance their desire to revisit. According to market research, the channel for obtaining rural tourism information is mainly recommended by friends and family, indicating that this can form a potential source of customers to a certain extent. At present, the catering-type rural tourism rarely pays attention to its business environment. Tourists lack the sense of identity, relaxation and security. Some business households also stock cats, dogs, chickens, etc., so that tourists can create an external environment. Poor impressions will also create doubts about the hygiene and quality of the tourism products being operated, and will also create a vicious circle. If your travel experience is not good, you will introduce this experience to relatives and friends.

Fourth, rural tourism sites should broaden the scope of development of rural tourism goods, provide rural tourism goods as diverse and novel as possible, improve the economic benefits of catering-type rural tourism and tourist satisfaction, and even become attractive to repeat customers.

Key factor. However, the current situation of providing tourism goods in rural tourism is still rare. Rural tourism catering products are not only limited to three meals a day, but also include foods with local flavors such as snacks, local products, health foods, medicinal herbs, fresh vegetables and fruits, and local diets. For example, in France, rural tour operators offer distinctive rural tourism products such as wine, toast, butter, milk, and eggs. Wisconsin is known as the "hometown of hamburgers" in the world, and in January, a hamburger that weighed 2.5 tons was cooked in the state in 1998. It was recorded in the Guinness Book of Records and has been known every year in the state. The global "Hamburg Feast" has attracted a large number of tourists. This has a strong reference for the deep development of rural tourism in our country. For example, you can hold various food festivals, food tours, and gourmet competitions for senior chefs in the country.

5. Conclusion

Under the guidance of sustainable development theory, ecological economic theory, circular economy theory and new rural construction theory, this paper proposes the definition of deep development of rural tourism: the essence of rural tourism development is the sustainable development of rural tourism, which means maintaining rural areas. At the same time, regional culture and ecological integrity meet people's needs for economic, social and aesthetic purposes. They can provide livelihoods and experiences for residents and tourists of rural tourism destinations, protect and enhance the interests of future generations and provide them with Equal opportunity.

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