

Research on the Rise of Rural Tourism and Its Representative Paradigm

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Abstract: At present, with the development of rural agriculture, domestic consumption demand continues to turn to enjoy development, with the purpose of tourism and vacation, rural villages as destinations, rural tourism with no human interference, no ecological destruction, and experience of rural life. Rise. Rural tourism is based on agriculture, paying attention to rural nature; it is divided by time and space structure, showing dispersal; leisure-led, stressing originality and participation; project-oriented, paying attention to civilianism, focusing on brand characteristics; In the future, it is characterized by sustainability. In the field of rural tourism research, a number of representative theoretical paradigms such as rural tourism culture and leisure agriculture theory have emerged.

1. Introduction

From 1986 to the present, rural tourism has experienced more than 30 years of development. Rural tourism began in 1986. Chengdu Pixian County was the birthplace of rural tourism. The tourism mode at that time was a simple and simple tourism mode of “staying in the countryside, eating rural meals, going to the farmland to see the scenery, and experiencing farm labor”. Since 2016, the rural tourism model has undergone a major transformation and began to create a resort with the theme of “idyllic scenery”. In the development of this new rural tourism model, Wucun, a high-end tourist resort, was selected as China. The highest standard tourist village. During the year, the resort-style rural tourism received nearly 2.1 billion tourists, accounting for half of the entire domestic market, while total tourism revenue exceeded 570 billion yuan, making 6.72 million villagers profitable. In the past two years, when it comes to rural areas or things related to rural tourism, it will be highly concerned by the society and form a wave of rural tourism. Therefore, the development of tourism in rural areas has great prospects.

On February 5, 2017, with the promulgation of the Central Document No. 1, from the perspective of policy, it is predicted that the scale of rural tourism in China will be expanded, and 500 billion yuan will be invested in the construction of rural tourism, thus envisioning The total tourism consumption income of rural tourism in China will reach more than one trillion yuan.

The National Tourism Administration not only supports the development of rural tourism, but also has signed numerous tourism cooperation agreement documents with CDB and Agricultural Development. For example, “Development Finance Promotes Tourism Industry Transformation and Upgrading Cooperation Agreement” and “Supporting Rural Tourism Poverty Alleviation Project Cooperation Agreement” and other documents, and 12 commercial banks have selected 680 suitable tourism projects, including eco-tourism, rural tourism, Projects such as leisure vacations and tourist towns are planned to raise 843.3 billion yuan.

In addition to national investment, the financing of rural tourism has many different types of private capital, including personal investment, crowdfunding websites and investment institutions.

2. The concept of rural tourism

Rural tourism refers to the form of tourism and vacation, with rural villages as the destination, humanity without interference, ecological destruction, and experience of rural life. Specifically, in the rural areas, the rural farmer life, rural scenery, farming history and culture, animal husbandry and fishery production, folk customs, natural environment and other resources as the basis for scientific tourism planning and development, to provide tourism for urban residents A new type of

tourism business activity, vacation, leisure, entertainment, fitness and experience. Its contents include rural agricultural sightseeing, rural cultural folk tourism, leisure and holiday experience tourism, natural ecological sightseeing and many other aspects.

3. Characteristics of rural tourism

The activities of rural tourism are rural. The concrete manifestations are: rich agricultural resources, quaint farm workshops, primitive production forms, real folk customs, and indigenous agricultural and sideline products. These unique products formed in rural areas are the natural advantages that are not available in the city. They provide excellent conditions for urban tourists to return to nature and enjoy the simple and peaceful life of the country.

Rural tourism resources are numerous and mostly dispersed due to geographical reasons. Mainly manifested in the differences and dispersions of farmer life, natural scenery, labor methods and traditional culture, and due to the different seasons and climates, the so-called "ten different winds, different customs" rural landscape, rural tourism resources. It is also affected by the region. Although there are variability in rural tourism time and geographical dispersion, it has greatly satisfied the needs of tourists.

In the development of global tourism, rural tourism is loved and welcomed by the majority of tourists. With the development of the times, tourists have also changed the choice of tourism modes for rural tourism. Modern tourists are more inclined to experience and participate, so that they can truly integrate into the rural life, and can completely let the body and mind, and enjoy a relaxed and happy. Enjoyment. It is also because rural tourism is in contact with nature. Everything is non-polluting and non-additive. It makes people feel the original taste and attracts tourists' longing for. Rural tourism not only pays attention to the originality, but also pays more attention to the participation of tourists in rural labor. It allows visitors to experience pastoral life, folk labor, and simple folk customs. In addition to experiencing labor, they can enjoy the fruits of labor and create delicious grains. Multigrain for personal enjoyment.

The theme of rural tourism is civilian. Due to its long history and rich cultural connotation, the rural area has unique brand characteristics. Farm-type tourism includes farm produce and poultry farms. In addition, leisure-style tourism includes: gardens - for tourists to rest; fruit gardens - for tourists to pick; fish ponds - for tourists to fish; racecourse - for tourists to ride; exotic flowers and plants - for tourists to enjoy activities project. Cultural tourism includes: folk crafts in the countryside, wedding customs, myths and legends, historical stories, etc., which all contain rich cultural heritage, so that visitors can choose their favorite way of tourism. Modern rural tourism is oriented to the public, with urban intellectuals or working-class people as the main source of tourists. Therefore, while developing rural tourism, we must pay attention to the consumption level of the tourism group, according to the resource advantages of the existing geographical environment. Develop distinctive and innovative travel brands and services.

The main characteristic of the sustainability of rural tourism is to maintain the balance between economy, society and environment while pursuing the rapid development of rural tourism. That is to say, on the economic level, the development of rural tourism is the driving force for local economic development, to increase the income of labor farmers, narrow the gap between urban and rural areas, and achieve the continuous growth of the rural economy. At the environmental level, we must regularly carry out missionary work to protect the environment, and place some signs on the tourist sites, and write some slogans to protect the environment, to alert the tourists and workers to participate in environmental protection, and to achieve pollution. Simultaneously with governance, in order to improve the quality of the tourism environment and the effective use of resources. On the level of social development, rural tourism can satisfy the urban population's yearning for rural life, enrich its amateur life, and enable urban and rural residents to work together to achieve equality in social relations. Of course, while pursuing the rapid development of rural tourism, we must also go hand in hand with the characteristics of protecting tourism, so as to achieve the coordinated development of economy, environment and society in rural tourism.

4. Relevant theory of rural tourism

The Beijing Municipal Tourism Bureau concluded in the "Research on the "Beijing Mode of Rural Tourism" (2010) that Beijing rural tourism plays an important role in the tourism industry throughout Beijing, and it is very important for suburban farmers to get rid of poverty and become rich. The important role of the book is to summarize the rural tourism in Beijing in terms of product, marketing, investment and financing and industry management, and propose a distinctive Beijing model.

In the monograph "Beijing Leisure Agriculture Upgrading Research" (2014), Fan Ziwen conducted a comprehensive analysis of Beijing's leisure agriculture and proposed a systematic upgrading project: landscape upgrading is the premise, product upgrading is the core, cultural upgrading is the soul, and scale upgrading is Foundation, organizational upgrade is the guarantee, marketing upgrade is the command.

Domestic scholars are paying more and more attention to the study of rural tourism culture. Feng Nianhua and other editors of "Village Tourism Culture" (2011), built a complete disciplinary system, analyzed the basic issues of the object, content, characteristics, methods and discipline construction objectives of rural tourism culture and research, and integrated tourism culture. The basic theories such as innovation, cultural power theory and sustainable development theory are systematically elaborated. The book interprets the cultural characteristics and values of rural settlements, rural agriculture, rural folk customs, rural tourism images, and rural landscapes. In the "Innovation and Practice Exploration of Leisure Agriculture Theory" (2014), Zheng Wentang sorted out the basic theories of leisure agriculture, proposed the key path of innovative development of leisure agriculture, and mentioned the need to expand cultural functions and inherit ancient villages and farming culture.

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