

## **Developing tourism agriculture and revitalizing the rural economy**

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**Abstract:** With the development of the economy, rural tourism has been greatly developed, and both the number of tourists and the scale of tourism have shown a rising trend. The number of people who choose to get close to nature and get physical and mental relaxation through rural tourism gradually increases. The development of rural tourism can make effective use of rural natural resources, and at the same time, it can also highlight the cultural characteristics of rural areas, promote the further development of the rural tourism industry, and make the rural economy obtain the power of development. The relationship between the rural economy and rural tourism is very close, and thus, it is necessary to give full play to the driving force of rural tourism to the rural economy.

### **1. The relationship between rural tourism and rural economic development**

Rural economic development and rural tourism have very close internal relations. Generally speaking, rural tourism is the new driving force of rural economic development, and at the same time, rural economic development provides better facilities and more mature services for rural tourism. Tourism consumption promotes the rural resources to be fully integrated and optimized and provides the development power for the rural economy. Rural tourism is a part of the rural economic system, and also, it is closely combined with the system beneficial to economic development. The two are complementary to each other, which is of great significance to social development.

Rural tourism and rural economic development have the same goal, which is to improve the income level of rural residents and lead rural residents to become rich. The two factors interact in the process of achieving this goal. By developing rural tourism, the rural consumption is promoted, the channels of farmers' income are expanded, and the development mode of the rural economy is changed. Meanwhile, the rural economy will constantly adjust the industrial structure, build and improve the basic facilities after the development of rural economy, promote the renewal of the concept of rural development, and cultivate new-type farmers. Tourism itself is a new mode of rural economic development, which has a great impact on rural development and promotes rural economic development, narrowing the gap between urban and rural development.

While rural tourism and rural economy promote mutual development, they also restrict each other. The development of tourism resources and the construction of infrastructure are restricted by the present situation of economic development. Affected by factors such as the impact of tourism and rural tourism market space and so on, the consumption group of rural tourism is limited, and the rural tourism cannot realize the ideal development state because of the restriction of economic development. Rural tourism can promote the development of rural economy to a certain extent, but the development is based on the combined effects of tourism brand and regional economic development degree, tourists' consumption ability and market distance. The sustainable development of tourism is determined by the development of the rural economy.

### **2. The impact of rural tourism on the development of the rural economy**

The mode of rural tourism development is different from that of traditional agriculture, and it is the transition from traditional farming to service supply. In the past, in order to trade the same labor force for more economic income, the rural population moved seasonally to the cities, and in some

areas, even the entire village moved. The development of rural tourism has become a new economic driving force in rural areas, which has made full use of rural labor force, solved the employment problem of rural population, and greatly improved the income level of farmers. The quality of life of the rural population has been greatly improved, promoting the construction of a new countryside. Rural tourism facilitates the diversified development of rural economy. The industrial chain formed by rural tourism promotes the development of service industry in rural areas greatly and becomes the main force to promote economic growth. Tourism combines agriculture and service industry effectively. Tourism provides marketing channels for agricultural products, expands the influence of rural development, and impedes the rural economy to enter a higher stage of development. The resources of rural areas achieve limited integration in tourism, and the industrial structure of rural areas is adjusted. The interaction between different industries has improved the development of the rural economy and injected vitality into its further development.

First of all, the consumer groups of rural tourism increased, bringing vitality to economic development. However, influenced by the law of market development, prices fluctuate with the change of demand. The rural economic base is relatively poor, and the consumption power of the masses is limited. Since the increase in the number of tourists drove up prices, although the farmers in the tourist areas have benefited from it, the consumption expenditure in the area has also increased accordingly. This raised the cost of living of farmers, unfavorable to the long-term development of the economy.

Secondly, the increase of tourist population will destroy the ecology of rural areas by human factors, which is not conducive to the good development of the environment in rural areas. For creating tourism characteristics, some areas develop natural resources and construct artificial landscape in the original ecological environment without restraints, which makes the original ecological balance broken. The growth of tourists will also increase the discharge of domestic sewage, and the increase of automobile exhaust and domestic waste will damage the ecological environment.

### **3. Effective strategies for rural tourism to promote rural economic development**

The beautiful environment, good ecology and local culture in rural areas are both the basic elements and the foundation for the development of rural tourism. Therefore, effective measures should be taken to protect the ecological environment and local culture in rural areas. First of all, the relevant departments should establish and improve the relevant legal system, so that environmental protection can be carried out on laws, providing legal basis for the good development of the natural environment. Secondly, it is necessary to strengthen the propaganda of environmental protection and cultural protection, make people realize the important role of the ecological environment and local characteristic culture, and then take protective measures actively.

As tourism has peak and low seasons, the economic benefits of rural tourism will be affected. In order to ensure farmers' income, it is suggested to fully explore all kinds of rural resources and make the rural economy develop continuously. According to the dynamic changes of the environment, seasons and various factors, it is necessary to master the development trend of the tourism industry, construct a diversified and rich tourism system, and continuously extend the tourism industry so as to make the rural economy develop well.

### **4. Conclusion**

The relationship between rural tourism and the rural economy is mutually promoting and restricting and involves many levels of economic development. Rural tourism promotes the development of the rural economy, which is the basis for the development of tourism. If the rural economic development situation is not ideal, it will also hinder rural tourism development. In order to promote the rural economy, it is required to take effective measures to protect the natural environment and rural local culture, improve the laws and regulations of rural tourism, formulate cultural protection plans, develop tourism brands, and promote rural tourism with the help of

network technology, thereby achieving a healthy and stable development of rural economy.

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