

# Strategy of Rural Leisure Tourism Promotes the Implementation of Rural Revitalization

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**Abstract:** In social development, due to differences in production patterns, land use patterns, population density, and lifestyles, human settlements are often divided into urban and rural types. The country is the origin of human civilization, the beginning of culture, although its development has a clear brand of the times, but people's pursuit of a beautiful country is always unswerving. The proposal of the rural revitalization strategy aims to promote the integration and development of agriculture, rural and rural areas in the new era. The tourism-oriented village is committed to the reconstruction of rural values, to make up for the urban-rural gap caused by the differences in production factors, to promote the integration of the "three rural" and urban-rural integration, and to achieve rural revitalization.

## 1. Introduction

China's rural tourism began in the 1980s and has gone through two stages of development. In the early days, it was represented by Chengdu "farmhouse music", Beijing "folk village" and "ancient village". It was the result of the spontaneous creation of Chinese farmers to adapt to market demand and the extension of traditional sightseeing tourism to the rural market. The second stage was marked by the National Tourism Administration's "National Agricultural Tourism Demonstration Point" inspection standard in 2002 (due to the impact of SARS in 2013, the first demonstration sites were officially announced in 2014), and the government tourism department officially introduced the village. Tourism has been incorporated into the regulatory vision, and a series of policy measures to promote the development of rural tourism have been introduced. Under the combined influence of the market and the government, China's rural tourism industry has achieved rapid development. According to the statistics of the National Tourism Administration, in 2016, China's rural tourist tourists received 2.4 billion passengers, accounting for 54.4% of domestic tourists; total operating income reached 480 billion yuan, accounting for 12.2% of domestic tourism revenue. In terms of the total amount, rural tourism has occupied half of China's tourism industry.

## 2. The matching degree between tourism-type rural elements and rural revitalization

Tourism-oriented rural construction is a rural construction model based on local elements, elements of tourism industry, and market factors. Based on its ecological environment with local characteristics and humanities and folklore, it relies on the resources of "agriculture, rural areas and farmers" to activate farmers' productivity. Extend the agricultural industrial chain, implement environmental landscape, beautiful villages, experience of life, hospitality, service function, development of rural and agricultural tourism, ecological habitability, industrial integration, agricultural development, rural prosperity, and peasant prosperity. The core of rural revitalization is "prosperous industry, ecologically livable, civilized, effective governance, and prosperous life." Industrial prosperity is the supporting factor for rural revitalization. It focuses on the development of new rural industries and new business forms, and promotes the integration and development of the first, second and third generations. Ecologically livable is the basic element of rural revitalization. It is committed to the optimization of rural ecological environment and the beautification of the living environment. The folk culture is the spiritual element of rural rejuvenation, based on the harmonious coexistence of rural human life and human-land-material

relationship; governance effectiveness is the supporting factor of rural revitalization, focusing on the improvement of rural governance structure and rural management mechanism; It is the target element of rural revitalization, and it is built on the achievements of economic development that benefit hundreds of millions of peasants.

The elements of tourism-based rural construction have a very high degree of matching with the essence of rural revitalization strategy. First of all, it is a coincidence that the input of diversified production factors is required to transform the traditional industrial structure dominated by agriculture into a multi-industry coexistence or industrial integration. Secondly, both natural ecology and traditional culture are put into economic production as resource elements, and ecological protection and cultural inheritance are pursued as common values, which can be said to be similar. Thirdly, the village-style civilization construction of the harmonious coexistence of "people-people, people-things, people-land" committed by the rural revitalization, and the ruralization of the tourism-oriented villages, the hospitality of the residents, and the environmental landscape, can be described as similar. Finally, as a systematic tourism complex, tourism-type rural areas, with the integration of multiple production factors, multi-industry integration and the development of various industrial chains, need to improve the agricultural and rural governance system, and the governance proposed by rural revitalization is effective, and it can be said that the same goal is the same.

### **3. Tourism-oriented rural construction is an important support for rural revitalization strategy**

From the perspective of industrial integration, "the tourism industry has formed a comprehensive industry that integrates the first, second and third industries, which is different from traditional tourism". The tourism industry has the ability to integrate and regenerate the industry. As a pillar industry of tourism-oriented villages, it has spawned new rural industries and new forms of business: combining with agriculture to promote the forms of agriculture, such as leisure, landscape, picking and experience; combining with rural culture to promote performing arts, research, Cultural industries such as entertainment and entertainment, combined with real estate, have led to the formation of tourism real estate, pension real estate, recreation real estate and other industries, thus revitalizing rural resources and providing industrial chain support for the prosperity of rural industries. In terms of human settlements, on the one hand, tourism-oriented villages transform the unique natural ecology and humanistic folk factors on which tourism development depends, into resources for rural construction and development, and do not overemphasize the use of so-called high-grade tourism resources. The irreversible damage caused by tourism development to rural culture and ecology; on the other hand, the infrastructure construction in tourism development has created a livable social living environment for the village 3, forming an environmental support suitable for people to live in, and undoubtedly promoted the ecological environment. The realization of the rural revitalization goal. In terms of local customs, the tourism-oriented village pays attention to the restoration of rural texture and the return of traditional culture, focusing on the development of non-material cultures such as folk customs, folk customs, and folk customs, as well as material and cultural heritages such as ancient villages, ancient buildings, ancient temples, and the rejuvenation of the country. At the same time, tourists bring fashion lifestyles to the countryside, and the alternation of tradition and fashion provides an opportunity for the quenching and sublimation of local culture. It can be said that the strong rural "village taste" and fashion "flavor" of the tourism-type village are important support for the folk culture.

As a result of the governance mechanism, the industrial model of the integration of multiple elements of tourism-oriented rural areas has triggered the innovation of the governance mechanism in the superstructure, which no longer makes rural governance trapped between the "agricultural" and "civil", but seeks to establish It is applicable to the all-round governance system of ecology, culture, industry and society with people-person, person-ground, human-object, and human-business harmony. This is both a requirement for rural revitalization and a guarantee for the construction of a tourism-oriented village. In terms of economic vitality, tourism-based rural

construction has significant economic driving effects. On the one hand, the tourism industry is facing market demand, and the advantages of rural agricultural resources are transformed into industrial economic advantages. On the other hand, by stimulating farmers' employment and entrepreneurship, the creation of small farmers is stimulated. Potential and passion 1. According to statistics, in 2017, China's leisure agriculture and rural tourism business has reached 330,000 business entities, with an operating income of nearly 620 billion yuan. It is precisely because the tourism industry drives small farmers who are "off-the-earth" to enter the tertiary industry or start their own businesses. The economic benefits are rationally distributed among the business entities and small farmers, which solves the problem of "departing from the soil" caused by agricultural modernization and new urbanization. The problem is that rural development benefits hundreds of millions of small farmers and achieves rural prosperity and peasant wealth. In short, tourism-oriented villages are traditional fashion villages with industrial integration, harmonious human habitation, strong local culture, innovative governance and economic activity. Their construction and development are important support for the rural revitalization strategy.

#### **4. Building a tourism-oriented village to promote rural revitalization**

Hold the local soul. The folk culture is a state of harmonious symbiosis between people, things and nature. It is rooted in local culture and is the "soul" of tourism-oriented villages. Keep the local soul, and inherit the local culture. By excavating rural cultural elements, we will develop heritage cultural tourism products such as landscape villages, pastoral farming, residential buildings, folk customs, and other projects, such as repairing temples, stage, Shuikou forest, ponds, and ancient wells, which are both rural tourism products and rural cultural facilities. It forms the superposition function of rural ecology, culture, industry, tourism and community. This means that the construction of tourism-oriented villages should choose the most local, most reflective of the original customs, the most special flavor, the most grounded, the most reflective of the social appeal, the most effective implementation of the theme and content. Second, we must maintain a rural ecological civilization system. Protecting the rural destiny community consisting of people-land harmony, farming life, village rules and people's covenants, maintaining the charm of rural life, adhering to the concept of ecological civilization, stimulating farmers' confidence in protecting rural homes and building beautiful villages, and building environmental management, behavioral constraints, and ecology Early warning and other coordinated protection mechanisms. Third, we must build a public service system for tourism culture. Construction of a village library (movie room), village history museum, folk museum, celebrity memorial, traditional culture and living facilities.

Show the beauty of the country. Multi-dimensional display of ecological landscape, pastoral scenery, residential style, humanistic style, showing the rural beauty of ecological livability. First of all, the maintenance of landscapes, pastoral areas, villages, and residential houses is the ecological beauty of the harmonious coexistence of people and landscapes. The original ecology retains the original overall appearance and its village structure texture, residential architecture and its style, etc., maintains the rural ecological settlement form of harmonious symbiosis between man and nature; strengthens the shaping of the rural "face value", and the village beautification should be organically combined with the topography and landform to highlight the beautiful The landscape pattern and the contours of the high and low faults; the rural architectural style, color, material, etc. should inherit the original state, and the additional tourism structures should highlight the characteristics of the nation, the native land and the times, pay attention to the application of cultural symbols, and create a unique high-quality village. . Secondly, create production beauty that participates in traditional farming, animal and plant breeding, fishing and picking, traditional crafts and flavor food production, hand workshop labor and other experiences. Once again, build a beautiful view of folk customs, appreciation of local landscapes, tasting folk cuisine, and participating in festivals. At the same time, we will strengthen the rectification and upgrading of the rural environment and build a "beautiful village."

Do a good job of "+ travel." Applying the "+tourism" format innovation model to achieve

multi-faceted integration of tourism and agriculture and rural areas, based on the aggregation, integration and linkage of tourism, arranging rural elements, revitalizing rural resources, establishing a new rural industrial system, and developing agriculture + tourism. Water conservancy, engineering + tourism, Kangyang, B&B + vacation, food flavor, festival, exhibition + experience and other forms of rural new business, and the establishment of a rural industrial integration development system. At the same time, it will promote the extension and renewal of the agricultural industrial chain, develop agricultural and creative agriculture and creative and rural complexes, rural farms and other industries, increase the added value of agriculture, and shape the rural industrial brands that link tourism.

Build a harmonious body. The tourism-oriented village is a systematic and harmonious tourism complex. The tourism development subjects and stakeholders must regard the village as a life community that respects the traditional ecological, living, production and breeding. It is a living vitality. The aggregate state of villages, cultural communities, living homes, and agricultural production areas. In particular, organic agriculture, family handicrafts, and wind industry special industries are the accumulation of customs and customs. They must protect intangible cultural heritage, inherit the essence of craft culture, continue the historical and cultural roots, and create industrial integration, cultural heritage, and environmentally livable. A harmonious village in rural development. The harmonious body needs to implement effective governance: First, through the tourism industry's guidance to the rural civilization and the inheritance of the local culture, the homesickness of the hometown gathers people's hearts and participates in the rural revitalization, thus forming a system of "people governance" with human influence; In the planning of tourism-oriented rural construction, the rural rule of law system is implanted to guide farmers to consciously understand the law and abide by the law, thus forming a "rule of law" system with legal coercive force. The third is to integrate and apply the township and village resources, and use the publication of township books, the publication of township souvenirs, and the revision of the township monuments to revitalize the vitality of the traditional traditional rural governance concept, thus forming a morally binding "rule of virtue" system. .

## 5. Conclusion

From the perspective of policy sources, "new professional peasants" are an upgraded version of "professional peasants" and "new peasants", which are different from peasants in the traditional sense. They also emphasize the improvement of modern agricultural related scientific skills, but "new professional peasants" It also includes urban household registration agricultural workers through "professional embedding" in rural areas. In practice, the identity flow and equity attributes of "new professional peasants" face many staggered interests. It is more necessary and urgent to fully coordinate the interests between them than target targeting and business training. It should emphasize "occupationality" and take into account Member rights, further explore relevant institutional and institutional innovations from the aspects of interest coordination, protection and realization.

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