

Discussion on the Interactive Mechanism and Realization Path of Rural Tourism Development and New Countryside Construction

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Abstract: With the accelerating process of urbanization and industrialization and the continuous improvement of the income level of residents, urban residents have a strong demand for leisure and holiday tourism, and have a certain economic basis for leisure tourism. At the same time, urban residents live far from nature, and they are generally eager to return to nature and return to nature. The vast rural areas of China are rich in resources, rich in folk customs, and have the natural and humanistic conditions for developing rural tourism. Therefore, the development of rural tourism just caters to the requirements of urban residents to “return to nature” and experience rural life, providing urban residents with a wide range of leisure and holiday space. The development of rural tourism and the construction of new countryside have an internal mechanism of interaction, that is, tourism development can effectively promote the construction of new countryside, and the construction of new countryside can promote tourism development. The realization path of the interaction between the two is as follows: combine the development of tourism with new rural construction and build a new rural area with tourism. In order to promote the healthy development of tourism-oriented new rural areas, it is necessary to unify planning and design, rationalize management systems, strengthen community participation, implement comprehensive development, and strengthen spiritual civilization.

1. Introduction

In recent years, with the rapid development of China's economy and the continuous improvement of people's living standards, as well as the continuous improvement of social welfare and security systems, China's tourism industry has maintained a strong growth momentum. At the same time, due to the constraints of time, distance, economy, ecological carrying capacity of tourist attractions, and the continuous growth of tourists and the increasingly strong pursuit of returning to nature and returning to nature, rural tourism came into being in the mid-1990s. And in the following years it has flourished. [1]Although China's vast rural areas have beautiful environment, simple folk customs and long-term farming culture, they are also mostly poor areas. The enrichment of such resources and economic poverty often accompany them. This is the development of rural tourism and poverty alleviation. Based on this national situation, China requires local governments to combine the actual development of local areas, strengthen the development orientation of close cooperation between rural tourism resources and new rural construction, and establish the development orientation of tourism industry to promote the construction of new rural areas. In 2006, it was determined. The tourism theme of “China Rural Tour”, at the same time, put forward the slogan of new countryside, new tourism, new experience and new fashion, in order to promote the faster and better development of rural tourism, and to build a new socialist countryside. Make a bigger contribution. It is in this era that this paper identifies the research content as the interaction mechanism and mode of rural tourism development and new rural construction.

2. Analysis of the Research Status of the Interaction Mechanism between Rural Tourism Economy and New Rural Construction

Since the reform and opening up, state leaders have continuously raised their emphasis on China's economic reforms. How to promote economic development and progress is an issue that every leader must consider. After entering the 21st century, the development of various social sectors has been affected by information technology, and to a certain extent, it has also promoted the continuous development and progress of enterprises. However, in recent years, with the white plastics and man-made destruction, the construction of new rural areas in China has been deteriorating, which has affected the development of rural tourism in China to a certain extent.[2]The economic development in many areas of modern society is driven by local rural tourism. If the new rural construction is not improved, the local economic development will be affected. At present, China's research on the interaction mechanism between rural tourism economy and new rural construction has gradually broken through the traditional model, but the research level still needs to be improved.

2.1 The Mechanism of Tourism Development to Promote the Construction of New Rural Areas

The mechanism of tourism development driving the construction of new rural areas is manifested in many aspects, as shown in Figure 1.

(1) The tourism association has obvious effects, which can effectively promote industrial restructuring and promote production development. Tourism is a comprehensive industry, including food, housing, travel, tourism, shopping, and entertainment. It involves many industries and has a large potential. The powerful driving effect can stimulate the adjustment of agricultural industrial structure, prolong the supply and demand chain of agricultural and sideline products, and help to form industrialization chain of production, supply and marketing, tourism, agriculture, industry and trade, and planting and processing industries, promote the conversion rate of agricultural products in rural areas, and promote industrial structure. Adjustment, promote the development of economy and production in rural areas [2].

(2) Villagers' participation in tourism services can increase economic income and achieve a prosperous life. The villagers are important tourist attractions and important participants in the development of rural tourism. Villagers can increase their income levels by opening farmhouse restaurants and hotels, providing guidance and explanation services, and selling agricultural specialties.

(3) Tourism demand drives the improvement of the rural environment. Tourism has a strong driving force for domestic demand. The various elements of the tourism industry (food, housing, travel, tourism, shopping, entertainment) place higher demands on rural tourism services and reception facilities. [3]Most rural areas have inconvenient transportation, poor accessibility, relatively simple accommodation conditions, and improved health. In order to adapt to the development of the tourism industry and obtain more economic benefits, the villagers will consciously improve the internal environment (human settlement environment, tourism service level, etc.) and the external environment (the cleanliness of the village, the shaping of the local landscape, etc.), the environment of the villagers. The consciousness is strengthened and the cleanliness of the village is improved.

(4) Under the influence of the demonstration effect of tourism, the quality of local residents can be more generally improved. The barriers to entry for tourism are relatively low. In areas where rural tourism is carried out, the main body of service is local residents. Through the development of tourism, tourism services such as accommodation, catering and entertainment have broken the relatively closed living space of the countryside, which can broaden the horizon and accept new things.[4] Driven by economic interests, villagers are also willing to learn new knowledge and master new skills, thus improving the cultural quality and civilization of the villagers.

(5) Tourism promotes the establishment of rural grassroots democratic institutions and the

renewal of management concepts. The development of rural tourism can promote the construction of institutions in rural areas, the renewal of ideas and the democratization of management. In the course of operation, the tourism management organization under the modern enterprise system concept can effectively affect the legal concept, moral concept, and democratic concept of the practitioners, and introduce the villagers into a vision that relies on management and democratization to solve their own practical problems.

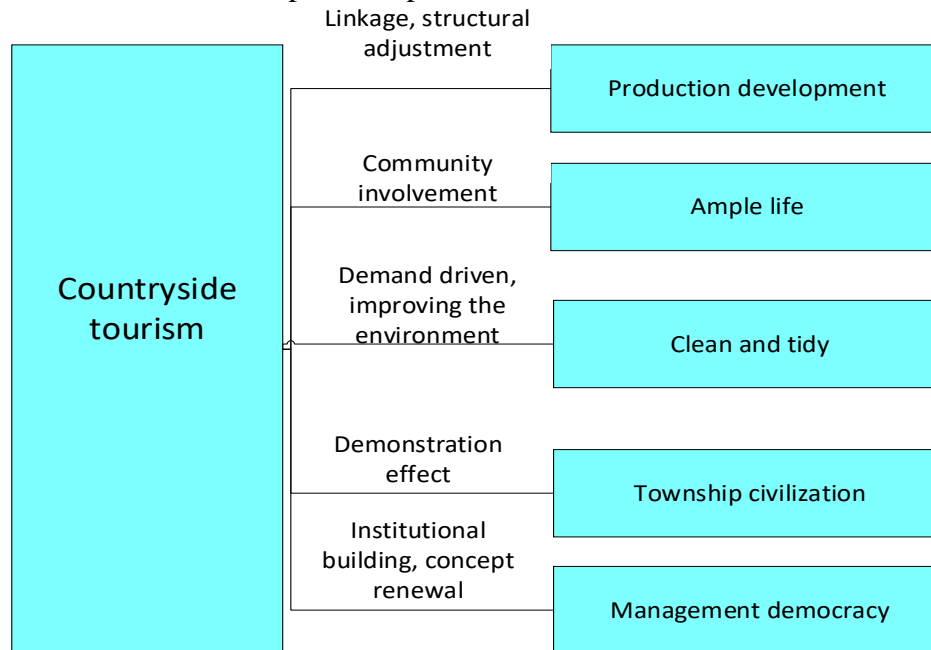


Fig.1 Schematic Diagram of the Mechanism of Rural Tourism Development Driving New Rural Construction

2.2 The Mechanism of New Rural Construction to Promote Tourism Development

Rural tourism can effectively promote the construction of new countryside. At the same time, with the acceleration of the pace of new rural construction, the new development of rural areas, the development of rural areas, the cleanliness of villages, and the management of democracy have greatly promoted the sustainable and healthy development of rural tourism.[5]The role of new rural construction in promoting tourism development is reflected in the following aspects:

(1) Provide construction funds and foster tourism resources. The construction of new countryside has promoted the development of production, invigorated the rural economy, and directly provided more construction funds and new types of tourism attractions for the development of tourism in rural areas. Production development is an important condition for cultivating tourism resources. Only when productivity increases, the income of villagers increases, and with more surplus funds to participate in local construction, it is possible to optimize the living environment and increase tourism attractiveness.

(2) Improve reception conditions and increase tourism investment. Aware of the backwardness of the reception conditions, the restrictions on tourism development, the wealthy villagers began to improve the conditions of tourism reception: through hardened roads, increase the accessibility of tourists; purchase new equipment and decoration rooms, enhance the comfort of tourists; build a bathhouse in the room, convenient guests take a bath; a variety of rides are available to enrich their travels. This will increase the staying time of tourists and increase the satisfaction.

(3) Improve reception facilities and optimize the tourism environment. By improving transportation, accommodation, food and entertainment conditions, improving infrastructure, and improving the cleanliness of the village, it is more conducive to the development of tourism activities.[5]

(4) Create a tourism atmosphere and improve service quality. In addition to a large number of rural natural tourism attractions, the affluent villagers will enhance the quality of service by adding

new tourism and entertainment facilities and creating harmonious village scenery (such as the arrangement of flowers in the tree-lined fields, the embellishment of wild fruits and vegetables).

(5) Improve management and standardize market order. The democratic rule of management is the premise, and democracy is the guarantee of better management. Under the premise of democracy, improving management level and establishing tourism management institutions can standardize the order of rural tourism market and make it develop in a healthy direction.

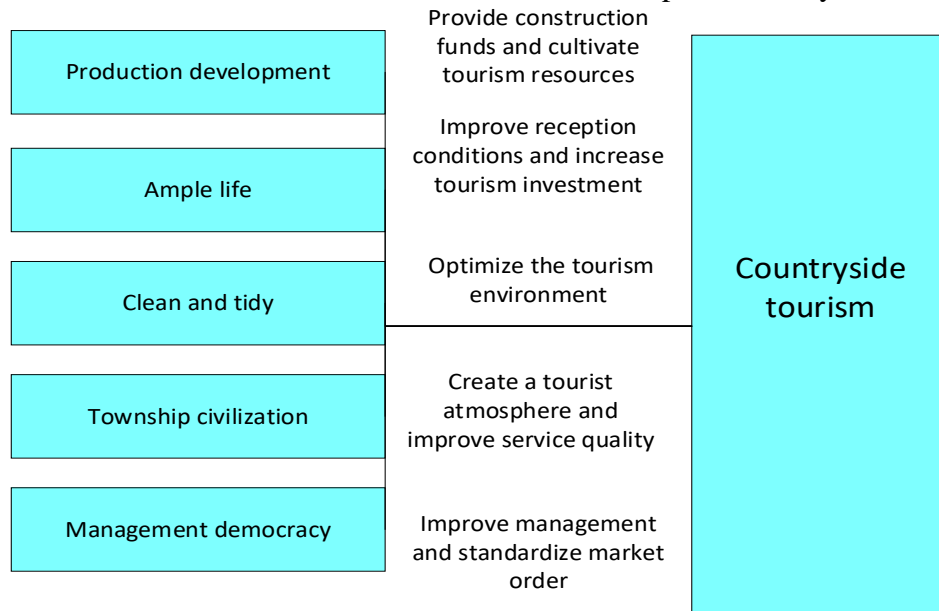


Fig.2 the Mechanism of Action of New Rural Construction to Promote Rural Tourism Development

3. Countermeasures for the Development of Tourism Service New Rural Areas

The tourism-oriented new countryside is the product of the interaction between tourism and new rural construction. It can be seen from the above analysis that this type of new countryside has both a theoretical basis and an implementation path. Specifically, in order to promote the healthy development of tourism-oriented new rural areas, it is necessary to unify planning and design, rationalize management systems, strengthen community participation, implement comprehensive development, and strengthen spiritual civilization.

3.1 Unified Planning and Design

The construction of a new tourism-oriented rural area should be based on the principle of village community, which must reflect local characteristics as well as protect tourism resources and the environment. For the old villages to carry out protective development, retain local characteristics, and build a new rural tourism service. In the planning and design of the new village, the construction of new villages and the construction of tourist areas should be unified, and the construction of villages should be considered in harmony with the tourist areas. The design of the new countryside should consider digging deep into the local cultural connotation in terms of overall layout, landscape design, infrastructure construction, village construction and other aspects, embodying local characteristics, enhancing tourism attraction, and facilitating the development of tourism activities. [5]In the process of building a new tourism-oriented countryside, it is necessary to strengthen the protection of local resources and the environment, and minimize the negative impact on local environmental factors such as vegetation, rivers and atmosphere. According to the actual situation of local energy sources, it is recommended to make full use of new energy and renewable energy in planning, promote applicable technologies such as solar energy, wind energy, geothermal energy and biomass energy, reduce the use of fossil fuels, and create a pleasant new rural tourism landscape.

3.2 Rationalize the Management System

The construction of new countryside should not only stand in the perspective of the village itself, but more should be in line with the direction of tourism development. Therefore, the development of a tourism-oriented new rural area must first rationalize the management system and clarify the role of the government, developers, village committees, and farmers in the development of new rural areas. The government is responsible for formulating strategic plans, issuing incentive policies and binding regulations, providing certain guiding funds, and guiding the development of new rural and rural tourism from a macro perspective; developers are responsible for building new tourism attractions under the guidance of the plan, perfecting Tourism reception service facilities, carrying out business activities, so that the accommodation, food, entertainment, sightseeing and other activities provided meet the requirements of sustainable tourism development; the village committee should proceed from the perspective of developing tourism, the construction of the village, the types of crops, and the roads. [6]Construction, streetscape construction, service facilities, and training of employees are strictly controlled; farmers are the mainstay of new rural construction and important participants in rural tourism. They should receive relevant training and participate in tourism services, village management, and tourism resources.

3.3 Strengthen Community Participation

The community, as a group of residents, has a great role in the development of local residents' tourism service capabilities and the awareness of tourism service, management and environmental protection. First, the community should establish a tourism management training institution to regularly train local tourism practitioners. Improve their business quality and strengthen service skills through training, visits, seminars, and seminars. Secondly, it encourages the community to participate in the diversification of the form of tourism service industry. Local residents can intervene in the form of land leasing, human resources, planting, family hotels, flavor catering, transportation services, entertainment, etc., and operate through the supervision organization established by the farmers themselves.[7] Activities are regulated and restricted. However, in the process of service development, pollution and damage to the environment must not be neglected. The community should refer to the various indicators of the tourism service industry to formulate an environmental quantitative management system that is appropriate to the region, and can be specific to the water environment, soil environment, noise conditions, air index, and so on.

3.4 Implement Comprehensive Development

Rural tourism relies mainly on agricultural festivals and is heavily influenced by the seasons. In order to spread the seasonal risks and enhance the comprehensive benefits, the concept of resource integration should be established in the development of rural tourism, comprehensive development should be implemented according to local conditions, diversified industrial support should be cultivated, and rural economic diversification should be realized. This includes: changing the past simple forms of agricultural tourism, cultivating the development of related industries relying on agriculture, such as hand-made, deep processing of agricultural products, etc., to maximize the sales chain of agricultural products; developing high-tech agriculture through technological innovation.

3.5 Strengthening the Construction of Spiritual Civilization

The construction of new rural areas is not only the improvement of rural material landscape, but also the construction of spiritual civilization and the promotion of villagers' ideological emancipation and renewal of ideas. In accordance with the requirements of rural civilization and management democracy, the new rural construction pays attention to basic education and enables more school-age children to receive education. For adults, according to the cultural level, targeted re-education, improve their cultural level, and create a strong rural area. Cultural atmosphere; Improve management awareness, through various campaigns, enable villagers to recognize the importance of democratic elections and stimulate their participation; for the region's outstanding cultural traditions, historical legends, celebrity anecdotes, to be compiled into a book, encourage

people learn to maintain the inheritance of regional culture. At the same time, the foreign culture brought about by tourism activities will impact the local traditional culture. The developers and villagers should be guided to correctly treat this problem. While absorbing the reasonable components of foreign culture, they should protect the local cultural traditions and highlight the local cultural characteristics.

4. Conclusion

The author makes a detailed analysis of the research status of the interactive mechanism of rural tourism economy and new rural construction in China, and puts forward corresponding improvement strategies for the problems existing in the research of the interaction mechanism between rural tourism economy and new rural construction, and interacts with rural tourism economy and new rural construction. The prospects for the mechanism research have made a concrete outlook. At present, China's rural tourism industry is in a period of rapid development. In the future, if we want to maintain an optimistic development prospect, we must improve existing problems and continuously improve our development philosophy, in line with the development requirements of the new era. On the basis of traditional attractions, it incorporates modern innovation elements to protect ancient ruins and provide visitors with close visits, so that ancient ruins remain longer. The development of regional rural tourism will also drive the progress of relevant industries, thereby promoting the improvement of regional economic level and narrowing the gap between the rich and the poor.

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