

# Study on Rural Revitalization Strategy of Rural Tourism in Shaanxi Province

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**Abstract:** The development of tourism industrialization is an important policy for the development of modern rural areas in China. It can not only make full use of the characteristic resources of rural areas, but also achieve the effect of regional comprehensive income generation, so it has been highly praised. In order to respond to the tourism industrialization construction policy, Shaanxi provincial government units began the corresponding construction work, and studied how to use local characteristic resources to drive income-generating strategies in rural areas. In order to understand this strategy, this paper will conduct relevant analysis.

## 1. Introduction

Shaanxi Province is rich in tourism resources, such as the Terracotta Warriors and Cultural Scenic Area, Hukou Waterfall and other natural landscapes. Therefore, there are countless people visiting Shaanxi Province every year. According to the action routes of tourists in the past, most tourists go straight to the scenery. The area is rarely involved in the rural environment. This phenomenon is the same even under the conditions of tourism industrialization in Shaanxi Province, which has caused the tourism industry to be “one big” and the status quo of other industries “not warm”, indicating Shaanxi Province. The construction of tourism industrialization failed to achieve industrial integration, which is inconsistent with the content of the policy, and there is a need for improvement. In order to revitalize the economy of rural areas in Shaanxi, it is necessary to conduct strategic research.

## 2. Status of Tourism Industrialization in Shaanxi Province

Between Shaanxi Province's unique tourism resources and cultural resources, the province is one of the earliest provinces to carry out tourism industrialization construction, and achieved remarkable results in the early construction, so the tourism industrialization construction has been in full swing in the province. According to the economic report of tourism industrialization construction in the province in recent years, since the construction of tourism industrialization, the economy has continued to grow every five years, indicating that its construction effect is excellent, confirming that the province's tourism industrialization construction direction is correct. According to the characteristics of tourism industrialization construction in the region, it is analyzed that its construction has three major characteristics, namely, full utilization of tourism resources, comprehensive tourism service system and complete infrastructure. The specific contents are as follows. Table 1 shows the economic data of tourism industry in Shaanxi Province for the past five years [1].

Table 1 Economic data of tourism industrialization construction in Shaanxi Province for the past five years

years	Economic data
Nearly 1 year	1.17 billion yuan
Nearly 2 years	1.672 billion yuan
Nearly 3 years	21.33 billion yuan
Nearly 4 years	2.285 billion yuan
Nearly 5 years	2.461 billion yuan

## **2.1. Full use of tourism resources**

Shaanxi Province has been the capital of many dynasties in the history of China. The most famous dynasty is the Qin Dynasty. Therefore, the local Qin Dynasty culture atmosphere is very strong, and there are many historical products of the Qin Dynasty, such as the Terracotta Warriors and Horses, the Yellow Emperor Mausoleum, etc. It is a great attraction for tourists, so it can be used as a tourism resource for construction. At the same time, in addition to the historical resources of the Qin Dynasty, Shaanxi Province has many natural landscapes, which are also attractive to tourists. So around these tourism resources, in the modern tourism industry in Shaanxi Province, the local government attaches great importance to the development of these tourism resources, and accordingly invests a large amount of resources to build around these resources, indicating that its tourism industrialization construction for tourism resources The use is very full.

## **2.2. Comprehensive travel service system**

Although many tourism resources in Shaanxi Province have advantages in local tourism industrialization, if you simply attract tourists to view these resources, it is impossible to guarantee the continuity of tourists. Therefore, the local provincial government attaches great importance to the service level of the tourism industry. Correspondingly, hotel construction and food construction will be carried out around tourist attractions, thus forming a tourism industry chain, which can generate income cyclically, indicating that the service system of tourism industrialization construction in the region is very comprehensive.

## **2.3. Complete infrastructure**

For some natural scenic spots in Shaanxi Province, such as Hukou Waterfall, such scenic spots are usually dangerous, so some tourists will not choose such attractions because of personal preferences and demand problems, and the profit income of such scenic spots will decrease. In response to the overall development of the economy, local governments in Shaanxi Province require such scenic spots to carry out comprehensive infrastructure construction. According to the construction results, the natural landscapes of roads and obstacles are equipped with convenient equipment such as sightseeing cableways and sightseeing vehicles. It can make visitors feel relaxed on the road and also benefit the service level of tourist attractions.

In summary, Shaanxi's tourism industrialization construction is relatively good, and its economic returns are always rising. However, according to the details, the core of tourism industrialization in the province lies in tourism resources, so it can only promote the industrial economic development near the tourism resources, but for some rural areas that are far away, there is not much help. Under the trend, it is easy to cause regional economic differences to become larger, so it is necessary to improve.

## **3. Tourism Boost Direction in Rural Areas of Shaanxi Province**

Focusing on the shortcomings in the current tourism construction in Shaanxi Province, the local government of the province believes that it is necessary to carry out rectification, but in order to ensure the correctness of the rectification strategy, it is necessary to analyze the direction of tourism promotion in rural areas, which will be introduced below.

### **3.1. Rural characteristic resources**

In view of the cultural characteristics of rural areas in Shaanxi Province, the rural areas are simple and clean, retaining many of the remains of ancient times, and also have a strong food culture. These characteristics are different from the current situation of tourism industrialization in Shaanxi Province. And its legacy devices are not representative, but can feel the daily life of the ancients; the strong food culture is very local, and there is a difference between the current tourism industrialization of the food industry chain content. On this basis, in the perspective of tourism boosting in rural areas of Shaanxi Province, these resources can be used as the main direction to develop corresponding industrial markets to attract tourists to consume [2].

In addition, in view of the difference between the characteristic food culture in rural areas and the current tourism industry's food industry chain, there are many folk snacks in the local rural areas, such as meat clams, cold skin, mutton steamed clams, glutinous rice noodles, pots and pans, wide noodles [3][4][5]. While the food in the current tourism industrialized food industry chain is mostly a popular diet. In contrast, folk snacks in rural areas have more regional characteristics, so there is a difference between the two [6].

### **3.2. Industry integration direction**

Under the demand of tourism boosting in rural areas of Shaanxi Province, how to guide tourists to rural areas through the benefits of tourism industry, and achieving industrial integration is a gap that must be overcome [7]. Because the rural areas have a long distance from the tourist destinations, it is very difficult to rely on regional snacks to attract tourists. Therefore, it is necessary to establish a passage that allows visitors to easily access the rural areas, while also giving visitors a The reason for the departure, otherwise the tourism industry benefits can not be applied to rural areas, around which Shaanxi provincial government units need to think [8].

In addition, in rural areas, in addition to tourism resources such as local specialty food industry, there are other conventional industries. The economic output capacity of these industries cannot be ignored, but such industries are relatively weak in local characteristics, so the difficulty in integration is higher [9]. Therefore, if the tourism industry benefits are applied to these conventional industries, it is also a question worth considering. It is mainly necessary to consider the integration of the tourism industry and the conventional industry [10].

## **4. Rural tourism boosts rural revitalization strategy**

### **4.1. Full development of rural characteristic resources**

Focusing on the folk customs, ancient devices and characteristic food culture in the rural areas of Shaanxi Province, in the perspective of rural tourism boosting the rural revitalization strategy, it is necessary to make the tourism industry benefits to the rural areas, and these tourism resources must be fully developed. From a strategic point of view, the experience-based accommodation industry can be developed around the folk customs and ancient devices in rural areas. In the work of industry service personnel, it is necessary to serve according to the ancient way of life, so that visitors can have an immersive experience and rooms. Among them, some ancient devices can be properly placed and experienced by tourists, and service personnel can guide them at the same time. For the characteristic food culture, the ancient towns can also be constructed in rural areas. The service staff can follow the marketing methods of ancient people during working hours. To attract tourists. It can be seen that under the strategic conditions, the rural characteristic resources of Shaanxi Province have been fully developed, which provides a good foundation for economic construction.

### **4.2. Industry integration**

In order to make the tourism industry benefit to the local rural areas, on the basis of the full development of rural characteristic resources, industrial integration construction is needed. From a strategic point of view, it is first necessary to build a direct channel road. This is mainly to ensure that tourists can directly reach rural areas. Secondly, in order to introduce the characteristics of rural areas, it is necessary to set up guided service positions such as tour guides. Through the introduction of tour guide staff, visitors can be fully understand the characteristics of rural areas, and accordingly generate the willingness to travel. At this time, the direct access road can meet the needs of tourists. Figure 1 shows the flow chart of the benefits of tourism industry to the rural areas after industrial integration. In addition, for the integration of the conventional industry and the tourism industry, under the conditions of full development of the above-mentioned rural characteristic resources, relevant industry personnel can also sell through the ancient people's marketing methods to achieve industrial integration.

## 5. Conclusion

This paper mainly analyzes the strategy of rural tourism boosting rural revitalization in Shaanxi Province. According to the analysis, the current tourism industry construction in Shaanxi Province has performed well and has the ability of regional income-generating. However, its income-generating area is not designed in rural areas, so it needs to be carried out. In order to ensure the correctness of the adjustment, this paper analyzes the direction of rural tourism boosting strategy in Shaanxi Province. Based on the direction of analysis, the rural tourism boosting rural revitalization strategy is proposed.

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