

## Research on Economic Growth Potential and Development Power of Rural Tourism in the United States under New Normal and New Orientation

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**Abstract:** With the rapid development of tourism and the gradual improvement of people's awareness of tourism, people hope to relieve the pressure from life and work. The way to travel in the busy work, coupled with the pursuit of simple, return to nature mentality, rural tourism has appeared. For The United States, rural tourism has excellent advantages in rich tourism and elegant and chic tourism environments. Rural tourism is a unique tourism industry in the United States. This article from the rural tourism development policy process, characteristics of rural tourism development pattern, the rural tourism development, and rural tourism experience enlightenment, analyzing four aspects in order to present an actual American rural tourism development present situation, for the tourism economy, means that the development model of rapid transformation, promote the transformation and upgrading of the tourism industry, enhance overall efficiency and quality.

### 1. Introduction

Economic development is advancing by leaps and bounds, and comprehensive financial strength is increasing day by day. At present, the American economy has entered a new development period in an all-around way. It presents a new normal in line with the development needs of the new century. The so-called economic new normal mainly refers to the economic development that has changed from the original high speed to the current medium and high speed. The economic structure has been upgraded and improved. The driving force of economic development has changed from relying on factors to depending on technological innovation push.

Through the review of previous literature, it is found that the characteristics of the changes in the structure of the Tourism industry in the United States can be analyzed by building an econometric model. And we can analyze the impact of the changes in the structure of the tourism industry in the United States and verify the effect of reliability. The results show that: (1) As a whole, the tourism industry structure of the United States has a higher degree of sophistication and a lower degree of rationalization, but the regional differences are apparent; (2) The influence of the change of tourism industry structure on the growth of tourism economy in the United States has regional universality and persistence, but the influence is declining; (3) The influence of tourism industry structure changes on tourism economic growth has time characteristics, but comparatively speaking, the rationalization of tourism industry structure is the primary impetus for tourism economic growth. Both mainstream economists and American tourism economics researchers have ignored the research on the rural tourism industry [1-3].

In addition, in the current results, there is more qualitative analysis but less quantitative research. Because of these shortcomings, this paper intends to discuss further the trend of the transformation of American rural tourism industry structure from a multi-dimensional perspective and from the perspective of structuralism to interpret the cause of the rapid development of the American rural tourism economy.

### 2. Method

#### 2.1 Literature Analysis

In writing, this paper summarizes the research theories and case studies proposed by scholars through the induction, collation, and summary of relevant materials to reference this paper's research.

## **2.2 Summary Induction**

Because the mathematical-statistical analysis is limited to data analysis, it is difficult to explain the reasons and countermeasures. Therefore, based on summarizing the analysis results, this paper explores and studies the dynamic relationship between the economic growth of rural tourism in the United States. According to the characteristics and specific situation of the development model of rural tourism in The United States, the author puts forward some corresponding countermeasures and suggestions.

## **3. Result**

### **3.1 The Characteristics of Rural Tourism in America**

#### **3.1.1 Reasonable Planning and Standard Management**

In the United States, the development of the rural tourism economy has a fundamental reason: the local government to proper planning of rural tourism[4].

The superior departments, such as congress and the federal government, give tourism planning around the power back to the local government. Then the local government, according to the actual situation, launches the research, based on the be fond of tourists demand agricultural production market guide, it is conducive to promoting the development of local rural tourism economy. The provincial government's approach is to have detailed plans for the land within its jurisdiction and make good use of local natural and human resources to promote the development of the tourism economy.

#### **3.1.2 High Enthusiasm of the Masses for Participation**

Through official publicity, the rural tourism development area government allows the community to understand further the significance of developing rural tourism (such as expanding domestic demand, driving economic growth, providing employment opportunities, and creating an excellent rural environment) [5]. Through internal publicity among the mass residents, attract them to take the initiative to participate in the rural economic construction to make use of rural mass services and create infrastructure conditions to support the development of the rural tourism economy. For example, residents of Minnesota's townships are actively involved in rural tourism, supporting rural tourism by opening hotels, restaurants, craft shops, camping sites, and sports facilities.

#### **3.1.3 Tourists Have a Strong Awareness of Environmental Protection**

In recent years, with the publicity of the green ecological concept of a low-carbon economy and circular economy, the American people's awareness of environmental protection has gradually increased. American people have a strong sense of environmental protection when visiting the rural tourism environment, and do not forget to protect the environment while enjoying the beautiful natural scenery. Most tourists consciously carry environmental protection garbage bags, tourist attractions also increase the investment in waste treatment facilities, and even a part of the tourist groups to the local tourism management department to donate money and property, with practical action to support rural tourism development.

#### **3.1.4 Emphasis on Sustainable Development of the Environment**

Most of the rural tourism scenic spots are built in areas with fragile ecological environments. These areas have a beautiful environment, but the anti-interference ability is not strong, and the environmental stability is not high. In developing tourism resources, people inevitably have to deal with the relationship between natural resources and environment and economic development. The booming growth of rural ecotourism has also brought a negative impact on environmental

protection. Famous tourist attractions tend to gather in the original natural scenery areas, and the increase of the number of tourists will reduce the ecological carrying capacity of natural scenic spots. State governments are aware of the seriousness of the problem and have introduced relevant policies. For example, The United States of Tennessee has limited the number of visitors per visit and established a compensation mechanism for environmental damage [6].

### **3.2 Reasons for the Development of Rural Tourism in the United States**

#### **3.2.1 A Road Network Has Been Built**

As we all know, after the construction of the interstate highway network in the United States, the development strength of rural tourism in the United States has been dramatically improved. American highways have smooth roads and open views. Driving along this highway, you can have a good view of the scenery along the way and enjoy a series of services along the road. At the same time, free travel on highways is well received by tourists in the United States. As long as you download Baidu or Google Maps on your smartphone and start the navigation system, you can drive anywhere you want.

#### **3.2.2 Parks in the United States**

On the whole, there is no significant gap between the living standards of urban and rural areas in the United States, and the development of rural tourism in the United States is also greatly reflected in the construction of national parks. As a country of immigrants, the United States was initially frowned upon by many countries, believing that the United States lacked its cultural foundation and was not strong in politics, economy, and culture[7]. Americans needed to prove themselves to other countries based on their actual conditions. They looked to “wilderness,” the magnificent landscape that made up for America's lack of history and culture, and the creation of national parks as the best way to preserve wilderness from the encroachment of industrial civilization. Therefore, a national park system integrating leisure tourism and environmental protection can be built. Since the establishment of the first National park in the United States, Yellowstone, United States has established several national parks, as today, there are about 60 national parks. However, it is worth noting that the admission fee of NATIONAL parks in the United States is not high or even very low, and it has specific public welfare.

#### **3.2.3 Focus on Rural Economic Development**

There are also many practical problems in developing the rural economy in the United States, such as the decline of agricultural prices is serious, farmers' income cannot be guaranteed, a large number of agrarian population loss, and so on[8]. In the reform of the economic development model, traditional agriculture does not strongly support the actual development of the rural economy. The government and many farmers are looking for a new economic model. In this situation, the rural tourism development model was born.

## **4. Discussion**

### **4.1 Countermeasures for the Development and Promotion of Rural Tourism in the United States**

#### **4.1.1 Formulate Sound Laws and Regulations**

As can be seen from the above, to achieve the high development of the rural tourism economy, it is necessary to formulate perfect laws and regulations to vigorously regulate the behavior of rural tourism enterprises in all aspects to ensure healthy and sustainable development of rural tourism. Therefore, the United States needs to strengthen its work in this area. It not only needs to actively draw on and learn from the economic development experience of developed rural tourism but also needs to formulate the corresponding legal system according to the specific situation of the development of rural tourism in the United States to guide the stable development of rural economy in the United States from various aspects[9].

#### **4.1.2 Specific Guidance of Related Business**

In developing rural tourism, the United States government should strengthen the training and education of rural tourism economic enterprise experience and local community residents, with two purposes: first, to improve their management level and service concept, and promote the healthy and stable development of rural tourism. Secondly, strengthen their awareness of ecological environment protection, vigorously protect the local culture, and require the adoption of specific measures to prevent the development of rural tourism economy negative impact. There are many problems in rural tourism development in the United States, such as low service level and low resident morality. It is urgent to guide relevant personnel through education and training.

#### **4.1.3 Strong Support from Financial Resources**

In order to achieve better development of rural tourism economy, the initiative of rural community residents must be significantly improved. Most countries adopt subsidies, tax reduction, and other methods to enhance the enthusiasm of residents. With the strong support of government funds, many rural community residents attach great importance to the development and improvement of tourism reception measures and vigorously strengthen the added value of the agricultural operation. Moreover, the government also provides more human resources, material resources, and financial resources to develop the tourism economy. The United States government should strengthen the construction of infrastructure in rural areas and vigorously support the development of small and medium-sized rural tourism enterprises to improve the development strength of small and medium-sized rural tourism enterprises[10].

#### **4.1.4 Reasonable Planning and Management**

In the spontaneous development of rural tourism, driven by economic interests, too blindly sexual development, human resources, material resources, and financial resources waste significantly, and also appeared a vicious competition situation, in order to prevent this situation, the United States government usually need to formulate specific rural tourism planning, prospective, instruct the practical development of rural tourism economy, the development trend of rural tourism in each region is clear from the main body of government. At present, in the development of rural tourism products, there are generally similar products, lack of planning and so on. It is urgent to perfect and reasonable rural tourism planning to be guided.

#### **4.1.5 Establish a Unique Organizational Association**

In the development of rural tourism, there is usually only one organization in each country. Such as the Rural Tourism Development Committee in the United States is responsible for managing and formulating policies for rural tourism development, coordinating and dealing with problems in the development of the tourism economy, and constructing cooperation mechanism, which significantly promotes the actual development of rural tourism. But in combination with the practical situation of the rural tourism development, rural tourism resources in the management of cultural relics, religion, and agriculture, and so on. The department, each department in order to pursue their interests, only to their interests as the breakthrough point to formulate laws and regulations, has affected the rural tourism resources integration process, seriously involved the healthy development of rural tourism economy.

### **4.2 Inspiration from the Development of Rural Tourism in the United States**

#### **4.2.1 Give Full Play to the Role of Communities and Industry Associations**

In contrast, the United States Travel Association is complete and mature, playing a role in many aspects of rural tourism development, such as promotion, standard product, implementation and evaluation, and so on. To strengthen the service quality of rural tourism practitioners, the tourism association often conducts training, in which professionals participate and guides farmers on how to find customers. At the same time, the association also combined with the local customs, customs, and habits of each region, also organized related tourism activities.

#### **4.2.2 Environmental Protection**

In rural tourism development, countries must protect the village environment, cultural landscape, and rural ecological environment from promoting the long-term development of rural tourism. If the ecological environment is destroyed and the cultural tradition is distorted in tourism, such tourism is not advocated and can not be developed for a long time. When in the future development process is bound to attach great importance to these problems and adopt the corresponding control countermeasures to ensure that rural tourism can be further developed.

#### **4.2.3 Build Tourism Brands in Various Ways**

Rural tourism in The United States has its characteristics, but it is challenging to know and understand more people without suitable packaging and promotion. In the future, the rural tourism of various countries must use multiple marketing methods to promote the tourism products with characteristics, shape the products exclusive to the country's rural tourism culture, do an excellent job in integrity construction, and expand the international market of rural tourism based on attracting more rural tourists. The global market expansion can develop consumer demand, improve tourism economic benefits, and promote exchange and communication with other countries.

### **5. Conclusion**

To sum up, constantly improve the level of productivity, greatly improving the strength of the rural tourism development. Besides, they must fully aware of the deficiency of the rural tourism development, and then to make up for the United States in the economic development of rural tourism is not enough, and strong planning and standardize the management of the rural tourism development, to ensure long term stable development of the rural tourism can be in the United States.

The findings of this study have to be seen in light of some limitations that could be researched in future research. First, most of the information in this paper is secondary data. This paper is based on some public journal papers, industry data and so on, but lack of primary data. In future research, more primary data can be collected and studied to make the conclusion more authentic and reliable.

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