

# Research on the High-Quality Development of Shandong Rural Tourism under the Integration of Culture and Tourism

--A Case Study of Yangjiabu Village, Weifang City, Shandong Province

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**Keywords:** Cultural and tourism integration, Rural tourism, High-quality development

**Abstract:** At present, China has entered a new era of deep integration of cultural and tourism. To realize the deep integration of culture and tourism, it is necessary to change old concepts, adopt high-tech methods, dig deep into the cultural connotation of tourist destinations, and build a cultural tourism brand. The deep integration of cultural and tourism has a greater impact on the high-quality development of rural tourism. And this impact is mainly reflected in five aspects, that is, the deep integration of cultural and tourism will not only help to form “safer tourism”, “more civilized tourism”, “happier tourism”, which is the so-called “quality tourism”, and also contribute to the development of tourism brands. Create and improve the vitality and competitiveness of tourism products.

## 1. Introduction

Rural tourism is a form of village tourism with the purpose of tourism and vacation, with the village's field as the space, with no cultural interference, no ecological damage, and the characteristics of wandering and wild behavior. Shandong has a strong rural cultural heritage and rich tourism products. Shandong rural tourism under the integration of cultural and tourism is bound to usher in high-quality development.

In the 1980s, some domestic scholars put forward the idea of integrating culture and tourism to promote the development of tourism. On April 8, 2018, the Ministry of Culture and Tourism was established, marking the “Poetry and the Distance” finally holding hands. In the same year, “Research on Rural Tourism Development under the Integration of Culture and Tourism” was published on the Internet, and proposed “creating a good rural tourism environment”, “developing tourism activities with rural culture”, and “providing rural tourism for the development of tourism under the integration of culture and tourism.” Countermeasures in the three aspects of reception services; On July 31, 2020, the Shandong Provincial Department of Culture and Tourism issued the “Shandong Province Cultural Tourism Development Plan (2020-2025)”, focusing on the goal of “being at the forefront and creating in an all-round way”, Focus on high-quality development, vigorously implement major projects for the conversion of new and old kinetic energy, deepen the structural reforms on the supply side of cultural tourism, optimize the development layout, strengthen scientific and technological support, exert efforts on both sides of the supply and demand, promote the upgrading of cultural tourism consumption, and strive to promote industrial integration and quality improvement, Intensive elements, open cooperation, create an upgraded version of “Hospitable Shandong”, and create a new situation in the construction of a strong cultural and tourism province.

## 2. The Current Situation of Rural Tourism Development in Shandong Province under the Integration of Culture and Tourism

The implementation of the rural revitalization strategy is a major decision and deployment made by the 19th National Congress of the Party. Tourism is a comprehensive industry, and the development of rural tourism can add new impetus to the realization of the “five major

revitalization” and the creation of a model of Qilu for rural revitalization. Shandong is rich in rural tourism resources, and the development of rural tourism has great advantages. In recent years, rural tourism in Shandong Province has developed rapidly, and many experiences have been created, such as “changing kitchens to toilets” and precise overseas exchanges. The Jiangyongou Scenic Area in Lanling County, Ten Miles of Spring Breeze in Rizhao, Shanting Yiyun Stone Tribe, and Tai'an have been built successively. A number of high-end rural tourism spots such as Jiunvfeng Rural Tourism Resort have emerged in Surabaya Wangjiazhuang Village, Zoucheng Shangmoshi Village, Zichuan Ezhuang Village and a number of painter villages, film and television villages, and art villages.

In recent years, although the development of rural tourism in Shandong has achieved good results, there are also some factors restricting the development of rural tourism.

Rural tourism products are homogenized, and the regional characteristics are not prominent.

Insufficient development of rural cultural resources and insufficient depth of cultural connotation mining.

There are few well-known rural tourism brands and insufficient tourism marketing.

The construction of infrastructure and environment is lagging behind, resulting in low reception capacity and low reception standards.

Lack of rural tourism talents with both culture and tourism. In rural tourism, there is a lack of management talents and first-line service talents who understand both rural tourism operations and services, as well as local culture, and can reflect culture in tourism products, tourism management and services. . For example, there is a rich food culture in rural cuisine, but the sources, methods, and characteristics of the food have not been excavated, resulting in tourists not being able to experience these characteristic cultures, or just staying at a superficial level. The cultural level and quality of some rural tourism operators is not very high, which is also the reason for the low quality of rural tourism development. Even tourism operators speak local dialects because they can't speak Mandarin, which creates obstacles to normal communication between tourists and local tourism practitioners.

### **3. Ideas for the High-Quality Development of Rural Tourism under the Integration of Culture and Tourism**

#### **3.1 Create a Tourist Environment with a Strong Rural Cultural Atmosphere.**

The attractiveness of rural tourism lies mainly in the fact that the pace of life and lifestyle in the countryside is different from that of cities, especially big cities. With the accelerated development of urbanization today, the lives of residents in cities, especially large cities, are fast-paced and stressed. People under long-term high-pressure lives generally have the need to escape from the city, get close to nature, slow down, relax, and enjoy life. Relatively slower pace of life, less pressure and even the vast rural areas that still retain the traditional “sunrise and sunset” life rhythm can meet the needs of urban residents who want to escape the hustle and bustle of the reinforced concrete forest, and yearn for being close to nature and embracing nature. Due to the needs of nature, many rural areas, especially the suburbs around big cities or villages with well-preserved natural ecology and traditional folk customs, have achieved very rapid development in rural tourism in recent years.

#### **3.2 Develop Tourism Activities Rooted in Rural Culture**

The development of any tourism activities and projects must be combined with the cultural traditions and characteristics of the project location in order to reflect the differences from other tourism activities. Only with the differences and uniqueness will it be attractive and vital. Attract more tourists to come to carry out tourism and leisure activities. Rural tourism projects located in rural areas should undoubtedly focus on rural culture and rural characteristics, instead of copying cities and scenic spots and other tourism projects. On the one hand, the countryside, as a representative of agricultural civilization, is different from the modern industrial civilization of the city; on the other hand, the countryside is also the place where many urban people's nostalgia and

homesickness are placed. Therefore, the development of rural tourism and the design of rural tourism activities are important. It is necessary to focus on the characteristics of these rural cultures. For example, as an experience place for farming civilization, you can develop rural tourism activities closely around “living in a farm house, wearing farm clothes, doing farm work, eating farm meals, and practicing farm customs”, so that tourists can experience them in their own hands. An authentic and authentic rural farming civilization; and if it is used as a place for nostalgia and homesickness, tourism activities should focus more on “searching for childhood memories”, “revisiting childhood experiences”, and “seeking the roots of the fathers' heritage.” And other clues for corresponding development and design. For example, the hand-operated spinning wheels, animal power rakes, traditional waterwheels and other old farming utensils displayed in some rural tourist destinations are a good way to show the rural farming culture in front of tourists; some others. It restores and reproduces the game scenes that people have played in childhood, which are very good tourism activities that can combine the characteristics of rural culture. Because these activities reflect the characteristics of the countryside, and can also meet the needs of some tourists for homesickness and experience the characteristic culture that is different from the urban civilization, they have also been recognized by the market and have achieved great success.

### **3.3 Tourism Reception Services That Provide Rural Cultural Experience**

In the final analysis, tourism is still a cultural exchange activity between people, that is, two-way interaction between tourists and destination residents, tourism enterprise staff, etc., so no matter how good the external tourism environment is created, how clever the development and design of tourism projects are, Distinctive and attractive, but in the end it must be implemented in the reception of tourists by the residents of the destination and the staff of the tourism enterprise. This kind of interaction between people is lacking, no matter how good the project carrier and the tourism environment are All can only be furnishings, becoming a display of value that cannot be used.

Build a rural tourism brand and increase marketing efforts. In the process of rural tourism development, it is necessary to have brand awareness and pay attention to the creation of cultural themes, so as to highlight the local rural cultural characteristics, reflect one village and one brand, and meet the needs of tourists. At the same time, it is necessary to improve the comprehensive service capacity and level, and highlight the cultural characteristics in the service, in order to deepen its understanding of rural tourism, thereby strengthening the tourism brand building. Make full use of the network propaganda platform to form a global tourism propaganda network, focusing on tourism resources such as rural folk customs, scenic spots, festivals, food and entertainment, regularly publishing tourism strategies, tourism routes and other colorful tourism information to gather tourism popularity.

Improving rural tourism facilities that reflect local cultural characteristics. To promote the high-quality development of rural tourism, it is necessary to speed up the shortcomings, improve the construction of infrastructure and service facilities, and at the same time integrate ecological protection and the inheritance of ethnic folk culture. Strengthen the beautification of the rural appearance, build clean and tidy toilets, and build comfortable and tidy country houses with local cultural characteristics. It is also possible to build rural museums, popular science bases, etc. to showcase rural culture and design participatory activities to allow visitors to understand and learn about rural culture.

Strengthen the integration of cultural tourism and the construction of a rural tourism talent team. The high-quality development of rural tourism requires an understanding of rural tourism and local culture, especially talents who can integrate local characteristic culture into product development, management and service. First, it is possible to introduce cultural and tourism talents to design and develop cultural and tourism integrated products; secondly, the Municipal Bureau of Culture and Tourism organizes rural tourism management personnel to participate in local characteristic culture and cultural and tourism integration knowledge training. Third, rural tourism managers and operators take the local characteristic culture involved in each job as the focus of job training, so

that front-line employees who serve customers can fully understand the local characteristic culture and spread the culture in their work.

#### **4. A Model of High-Quality Tourism Development in Yangjiabu Village, Weifang City, Shandong Province**

Yangjiabu Tourist Area is located on the south side of Hanting District, Weifang City, with an area of 10.62 square kilometers. Yangjiabu is one of the three main producing areas of China's three major woodblock New Year pictures. The Weifang kite represented by Yangjiabu kites is well-known at home and abroad. It is a hometown of Chinese folk culture and art and a tourist destination with strong folk customs. A shining pearl, it attracts 600,000 domestic and foreign tourists annually. Party and state leaders, celebrities from all walks of life, cultural celebrities, etc. have come to visit and inspect. International friends and diplomatic envoys from more than 50 countries also visited and inspected China. Yangjiabu is the birthplace of Weifang kites. By the end of the Ming Dynasty, the ancestors of kites integrated New Year pictures with kites. There was a saying that "the kite is put in the sky, and the picture is the New Year's picture when hung on the wall". There are six series of string, board, three-dimensional, soft wing, hard wing, freedom, etc., and hundreds of varieties. They have won the "Shandong Province Arts and Crafts Hundred Flowers Award", "Silver Medal in the Great Exhibition of Chinese Folk Art", and "China Export There are many awards such as the Excellent Product Award of the Commodity Exhibition and the Gold Award of the International Kite Expo. Yangjiabu Tourism Development Zone organically integrates history and culture with rural tourism and modern tourism, and has become a model of high-quality development of rural tourism.

#### **5. Conclusion**

In the context of the integration and development of culture and tourism, the development of rural tourism in Shandong must be integrated with the rural characteristic culture in terms of the construction of the tourism environment, the development and design of tourism project activities, and the awareness and level of tourism reception services. Only with the uniqueness and difference of rural tourism can it have enough attractiveness and competitiveness to drive the revitalization and development of the rural area where the project is located.

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