

Analysis on the Linkage and Integration Development Model of "Rural Tourism"+ "Rural E-commerce"

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Abstract: Rural tourism e-commerce and agricultural e-commerce promote each other and develop together. Both of them have jointly promoted the economic growth of the vast rural areas, which is in line with China's "three rural" policy. Under the background of the "Internet plus" era, how to effectively promote the development of rural electricity providers and establish a long-term linkage mechanism is the key to the transformation of rural economy and the development of "three rural issues". This paper starts from the background of the development of rural tourism based on the linkage development model of "village tourism"+ "rural electricity supplier", analyzes the necessity and dilemma of developing rural tourism e-commerce under this model, and then from e-commerce platform, compound talents, etc. In this aspect, we explore the strategy of rural tourism e-commerce development under this model, with a view to promoting the sustained and rapid development of rural tourism e-commerce, increasing farmers' income and prospering the rural economy.

1. Introduction

E-commerce is a pioneer role in "Internet +", which has great significance in promoting the integration and development of traditional industries and emerging industries, stimulating entrepreneurship, expanding employment, stimulating consumption and improving people's livelihood. Relying on the rural environment, rural tourism takes the unique scenery, production and life, residence, folklore and culture of the countryside as its object, and makes use of the differences between urban and rural areas to attract tourists to sightseeing, vacation, leisure, sightseeing, entertainment and shopping as one form of tourism [1]. We will accelerate the development of e-commerce in rural areas, carry out in-depth comprehensive demonstrations of e-commerce in rural areas, and intensify the pilot efforts of information entering villages and households. The popularity of mobile terminals and the Internet has changed the way consumers consume, and the transformation and development of rural tourism is also urgent. Rural tourism e-commerce is born in the context of "Internet +", and is a new platform for the development of China's tourism industry, bringing unprecedented opportunities and challenges for the development of China's rural tourism industry [2]. Integrating rural tourism elements into the process of rural e-commerce development, enriching rural tourism products, realizing the development of rural tourism and rural e-commerce, and serving the rural economy are issues of practical significance.

2. Methodology

Rural tourism+rural e-commerce is a new scientific and technological achievement based on agricultural development. It combines the relevant functions of agriculture, sums up leisure agriculture and sightseeing agriculture, and integrates creative development. Rural e-commerce development and financial innovation are two important links in the structural reform of agricultural supply side. They play an important role in expanding new industries and new forms of business and activating the endogenous dynamics of rural development [3]. The deepening of the structural reform of the agricultural supply side is inseparable from the innovative development of rural

e-commerce; the development of rural e-commerce is inseparable from the support of rural finance. E-commerce fully utilizes the characteristics of modern information technology, integrates modern management concepts such as industrial chain, value chain and supply chain into leisure agriculture and rural tourism, and promotes the comprehensive and deep integration of modern information technology and traditional agriculture. Electronic transaction has become the main means of payment for network users. By booking and paying fees in advance through e-commerce platform of rural tourism, the timeliness of tourism can be effectively guaranteed, and a certain preferential price can be obtained. It can also be used as payment voucher for prosecution.

There are many rural tourism websites, mostly comprehensive portals, intermediary websites, service or product producer websites, professional rural tourism information websites and so on. To meet the needs of tourists, such as sightseeing experience, leisure and vacation, entertainment and fitness, accommodation and shopping, etc. The ways to realize rural tourism mainly include rural tourism, farmhouse entertainment, leisure and vacation, eco-farm tourism, popular science education, folk customs experience and other types [4]. User evaluation platform can link users with rural areas, farmers and farmers, maximize the establishment of direct contact between the demand side and the supply side of rural tourism products, and better improve the quality of service. While promoting the development of agriculture, we will combine agriculture and aesthetics, and strive to build an excellent agricultural development system to increase the added value of agricultural products and continuously improve the new model of agricultural development. We will realize a fundamental transformation of the agricultural development mode and expand new space and new impetus for the simultaneous development of new industrialization, informationization, urbanization and agricultural modernization.

Compared with the traditional team travel mode, more and more tourists choose to travel by car, develop a personalized journey, and choose a personalized travel plan, which is a compulsory course before each traveler's departure. Tasting specialties and local products, living in farmhouses, visiting and participating in agricultural production, experiencing unique agricultural activities and festivals, etc., all happen in the production of agriculture [5]. At the same time, with the development of Internet and information technology, the application of e-commerce in rural tourism industry can not only help tourists get tourism information resources quickly and cheaply, but also help to promote rural tourism market. The way of tourism is mainly leisure. Rural leisure tourism itself is a way of combining leisure agriculture with rural tourism. At the same time, we should strengthen the construction of information infrastructure in rural areas, and promote the wider market of agricultural products for farmers and create their own brand of agricultural products under the impetus of "Internet +".

3. Result Analysis and Discussion

Funds payment is the key link of rural e-commerce transactions. Currently, cash payment and ATM transfer are the main payment methods of rural e-commerce, and the utilization rate of online payment and mobile payment is low. Breaking through the limitations of time and space, improving the efficiency of information utilization, reducing the cost of the middle link of transaction, closing the distance between buyers and sellers, and expanding new markets for the development of leisure agriculture and rural tourism. The development of rural tourism e-commerce can effectively integrate the current rural tourism resources, not only can rural tourism operators better promote and publicize, but also can provide relevant data to local governments and relevant institutions for strengthening management and providing services [6]. However, the development status of rural tourism e-commerce in China is not optimistic, and the development of rural tourism e-commerce in developed countries is slow. Therefore, how to develop rural tourism e-commerce under the background of Internet+ has become a problem that plagues rural tourism e-commerce. Through these integration points, we can combine rural tourism with agricultural e-commerce to promote local economic development.

From an overall perspective, in the initial stage of rural tourism and rural e-commerce development, it is not only necessary to invest in building an integrated platform, but also to speed

up the construction of rural infrastructure. At present, the combination of tourism and rural areas, using the unique resource advantages of the village, and vigorously expand the integration of tourism and agriculture, in order to vigorously develop the leisure tourism industry, so that more people enjoy the simplicity of rural areas. Folk customs. More importantly, the evolution of the new financial format formed by the traditional rural financial integration of Internet technology will become the promoter of rural inclusive finance. We should actively develop e-commerce, guide the wide participation of multi-market participants, inject information elements into leisure agriculture and rural tourism, and use information flow to drive technology flow, talent flow, capital flow and logistics to reflect the supply and demand situation in real time. In a word, the development of rural tourism e-commerce under the mode of O2 O can meet all-round individual needs of rural tourists, improve the satisfaction of tourists, and enhance the overall development level of rural tourism.

This integration mode integrates rural tourism related content into agricultural e-commerce websites, makes rural tourism a subsystem of agricultural e-commerce, and enriches the content of agricultural e-commerce websites. However, the study of rural tourism sites that have been built at present finds that there is no effective strategic plan for the development of rural tourism e-commerce, nor a systematic planning and design of rural tourism resources. Improve product transaction-related service functions, shape agricultural product brands, promote parent-child tourism and collaboration between online and offline entities in rural e-commerce, and build a unique rural tourism information system. We will continue to promote rural financial innovation, optimize agricultural production systems, management systems, and industrial systems, and complement rural “short boards” to make rural economic development more focused on quality and efficiency.

4. Conclusions

The integration of rural tourism e-commerce and agricultural e-commerce, whether they are their respective dominant models or jointly promoted models, the ultimate goal is to promote the development of rural economy and achieve mutual benefit and win-win. E-commerce is a realistic need to adapt to the profound changes in people's consumption patterns and lifestyles under the current situation, which will help to further explore the development potential of leisure agriculture and rural tourism markets, and help to promote the production and consumption of rural tourism. Upgrade. Therefore, we should actively explore the new model of leisure tourism development, and integrate the limited rural leisure tourism and creative agriculture, so as to better promote agricultural production and development with the help of the development thinking of creative industries. Fit-type professionals, especially those who have been engaged in e-commerce development of rural tourism, improve the overall quality of the team by introducing talents. Through learning and practice to improve their e-commerce development level, constantly meet the individual needs of rural tourism, promote the sustained and rapid development of rural tourism, improve farmers' income, and prosper the rural economy.

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