

On the Development and Development of Tourism Cultural Resources Based on Rural Characteristics

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Abstract: Making full use of rural characteristic tourism cultural resources is an important means for rural tourism to realize healthy development, and actively exploiting rural characteristic tourism cultural resources is also an effective way to inherit and protect rural culture. To explore the cultural connotation of rural tourism resources and fully display the characteristics of rural tourism has an important role in improving the competitiveness of rural tourism market. Rural folk houses, simple folk customs and folk customs belong to the rural characteristic tourism culture, which is the key content of the development of rural characteristic tourism cultural resources. It is necessary to clarify the definition of rural characteristic tourism cultural resources, grasp the relationship between characteristic cultural resources and rural tourism development, and explore the positive strategies for the development of rural characteristic tourism cultural resources.

1. Characteristics of Rural Tourism Cultural Resources

With the change of people's consumption concept, more and more people choose to travel to relax. Busy city life makes many tourists choose to travel far away from the city. In this context, rural tourism is developing rapidly. In order to improve the market competitiveness of rural tourism and promote the healthy development of rural tourism, it is necessary to dig deep into the cultural resources of rural characteristic tourism and fully display the rural characteristics. As far as the present situation of rural tourism development is concerned, most of the rural tourism is mainly tourism products, which can not fully grasp the cultural resources of rural characteristics. In the process of developing rural tourism, digging deep into the rural characteristic tourism culture can bring more economic benefits to rural tourism, realize the optimization of rural industrial structure, improve the life of rural residents and improve the overall level of tourism industry in our country [1].

Tourism cultural resources include not only material resources in tourism activities, but also spiritual and cultural resources. The core of rural tourism cultural resources lies in the characteristics of rural folk culture, the key to the development of rural tourism lies in the full use of rural characteristic culture, the use of rural special cultural resources to expand rural tourism content, expand consumption attraction. The cultural resources of rural tourism are unique, difficult to transfer and inherit. The uniqueness of rural cultural resources refers to the geographical conditions, the difference of rural residents' life style and so on will make different cultures in different villages. Difficult to transfer refers to the rural characteristic cultural resources rely on their own living environment, the environment is often fixed, will not easily change. Inheritance refers to the rural characteristics of tourism cultural resources are often passed down from generation to generation, endless, fully show the traditional Chinese culture, worthy of inheritance. Vulnerability, simplicity and so on are also the characteristics of rural characteristic tourism cultural resources. The speed of urban development is very fast, the traditional rural characteristics are easily influenced by the outside things, and to some extent will have a negative impact on the simplicity and nature of rural culture.

2. Current Problems in the Exploitation of Rural Tourism Cultural Resources

2.1. Development forms are too Single and Tend to be High

For the current development of rural tourism industry in our country, most of them are special tourism products as propaganda selling points, such as fishing fishing fishing ground, picking orchards, sightseeing tea garden and so on. These projects are far away from the cultural resources of the village, and the single development mode of "sightseeing-eating-playing cards" is continued. Many rural tourism have failed to make good use of the unique cultural resources and the special cultural culture of the local villages in the process of development, often through the use of other tourism projects to learn from the experience, such as the development process wasted rural characteristic cultural resources, failed to show the rural regional characteristics [2]. Browse most of the rural tourism activities, will be repeated to see Nongjiale, Water splashing Festival and other content, tend to a high degree.



Figure 1 Rural tourism

2.2. Excessive Pursuit of Commercialization, Loss of Local Characteristics

Many rural tourism projects to achieve rapid economic benefits, many of the development of projects only focus on commerciality, it is difficult to attract consumers for a long time. In order to meet the needs of urban tourists, some areas have built tall buildings and restaurants in the countryside, and hotels and lodgings with rural characteristics have been tiled, and rural play activities are much the same as urban activities. As far as the present situation of rural tourism development is concerned, the introduction of too many urban elements has lost the original flavor of rural culture, so it is difficult for tourists to feel the unique farming civilization. In addition to the strong urbanization of environmental transformation, many rural unique folk activities to cater to tourists, performance elements are higher, and the real rural culture is far away. This kind of change makes the rural characteristic tourism culture resources gradually decline.

2.3. Lack of Clear Planning and Neglect of Project Quality

There are many rural cultural resources that can be used in the development of rural tourism projects, but the lack of clear planning of these resources in the process of development of rural tourism projects often leads to the phenomenon of blind follow-up and repeated construction. The development of rural characteristic tourism cultural resources should be divided into experiential and sightseeing forms according to the different stages of development, and the differences in the main body of development can make the development of rural characteristic tourism into collective, individual, Sino-foreign joint venture and foreign-owned foreign-owned enterprises. The main reason for the failure of many rural projects is that the developers who are responsible for the development rush to carry out the development tasks without planning the resources and identifying the types of development projects, resulting in various problems in the later development process, such as confusion of themes and insufficient utilization of funds. These problems lead to the rural tourism cultural resources are not fully utilized and the shelf life of cultural resources is short. Besides the low utilization rate, there is the problem of attaching too much importance to the quantity of development but neglecting the quality, and the tourism project developed fails to show

the connotation of rural culture.

3. Effective Strategies for Improving the Development Quality of Rural Characteristic Tourism Cultural Resources

In view of the present situation of the development of rural characteristic tourism cultural resources, there are problems such as single form, excessive commercial degree and lack of clear planning, which seriously affect the development effect of rural characteristic tourism cultural resources, and reduce the market competitiveness of rural tourism to a certain extent. Based on these situations, we need to give the right remedy to carry out targeted strategies.

3.1. Clear Development of the Main Body, Planning Cultural Resources

The main contents of the development of rural characteristic tourism cultural resources are the land, courtyard, crops and local resources owned by rural residents. In the process of development, the above conditions should be fully grasped so that rural tourism can show the rural culture and pastoral scenery as much as possible. The difference of rural area makes the cultural resources that the countryside can use different, the distribution of rural tourism resources and the topography of the countryside should be considered in the development, and the unique theme should be formulated according to the characteristics of the countryside to give full play to the regional characteristics.

The core of the development of rural characteristic tourism cultural resources lies in the two characters of culture, and the main content of attracting tourists is the original rural culture. The development of rural tourism should make full use of the unique former residence of famous people and historical sites in the countryside, and use these contents to endow the countryside with unique cultural connotations, so that the countryside can have unique cultural products [3].

Rural tourism development should actively respond to market changes and design diversified cultural projects to meet the needs of different tourists. The local characteristic tourism cultural resources are reprocessed and redesigned to create rich and colorful rural tourism cultural products, thus attracting more consumers and increasing economic benefits.



Figure 2 Rural tourism culture

3.2. Follow the Trend of the Times and Change the Concept of Development

Tourism industry has begun to take the word experience as the main selling point, and experience has become the most important content when consumers travel. In order to give consumers a new leisure experience and make tourists feel the charm of nature and rural life, rural tourism development should take enriching tourists' cultural feelings as the design concept, design scenic spots according to tourists' personal needs, arrange cultural products, so that tourists can be attracted by the unique rural cultural experience and increase the competitiveness of rural tourism market.

Rural tourism development should make use of rural special cultural resources as far as possible, with the development of rural culture as the main goal, tourism projects should change from a

single tourism model to a collection of leisure, shopping and other content of the diversified tourism model. In order to enrich the content of rural tourism, we should construct a complete tourism system of shopping, catering, living, sightseeing, play and entertainment, so as to promote the progress of rural handicraft, entertainment and shopping industries in all directions, and ensure the healthy and all-round development of rural tourism.

3.3. Grasp the intangible cultural resources of the countryside

Rural characteristic tourism cultural resources not only include rural scenery, folk customs and other visual content, poetry culture, historical legends and other intangible rural characteristic cultural resources, rural tourism development process should also be as far as possible to achieve the transformation of these intangible resources, so that they can also be displayed in front of tourists. In view of the current development of rural cultural resources, the utilization of intangible resources of poetry and legends is not enough and the development is not perfect. In order to improve the utilization rate of intangible cultural resources, all departments and media responsible for tourism development should collect rural data in an all-round way, publicize the poetry culture vigorously, so that tourists can appreciate the unique literary connotation in the process of tourism. In addition to poetry, the myths and legends widely circulated in the folk also belong to the unique cultural resources. In order to inherit these cultural resources, the rural landscape can be used to realize the cultural materialization in the process of development, and the invisible cultural resources of the countryside can be displayed by visual media, so that the tourists can feel the rich aesthetic taste in the process of tourism [4].



Figure 3 Rural landscape

4. Conclusion

The development of rural characteristic tourism cultural resources means that in the process of rural development, we should make full use of the rural characteristic content represented by the folk customs of the countryside, whether it is the rural landscape such as the slow pace of cattle and sheep, the sound of birds and insects, or the rural spirit of farming life, agricultural experience and so on, all belong to the rural characteristic culture. The development and development of rural tourism can not be separated from the inheritance and use of rural characteristic tourism cultural resources. It is an effective means to develop rural characteristic tourism cultural resources to make it clear that the main body of development plans cultural resources, changes the development concept with the changes of the times, and grasps the rural intangible cultural resources. Only by fully grasping the rural characteristic culture, can the healthy development of rural tourism be realized.

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