

The Development of Rural Tourism in China from the Perspective of Creativity

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Abstract: With the continuous improvement of per capita disposable income in China, the market scale of leisure agriculture and rural tourism industry has also developed rapidly. However, how to carry out the transformation has become an urgent problem for many rural tourism industries. Based on this, the relevant concepts of creative rural tourism were outlined in this study, and the current situation, existing problems and development prospects of rural tourism in China were deeply studied, then effective ways for creative development of rural tourism were proposed to meet consumer needs, accelerate the process of transformation and upgrading of rural tourism development, and promote the economic development of rural areas.

1. Introduction

With the advancement of urbanization and the increase of people's income, rural tourism which relieves the pressure and relaxes the mood through leisure consumption has become the best choice for urban residents to travel on holidays, at the same time, rural tourism has brought new ideas and methods to solve the problems of agriculture, countryside and farmers. However, the rapid development of rural tourism has also brought some problems: extensive development of tourism resources, lack of characteristics of tourism products and repeated development, which are mainly manifested in the following aspects: lack of distinctive characteristics of rural tourism products, inadequate depth of integration of rural tourism and culture, low cultural value-added products, lack of talents in rural tourism product design, and low level of product planning and design. After China entered the era of knowledge-based competitive experience, creativity has become one of the important factors to guide consumption. Traditional forms of rural tourism, such as farmhouse entertainment, picking gardens and folk villages, contradict the diversification of the spiritual culture pursued by tourists and the needs of differentiation. Therefore, rural tourism has entered a transitional period of development, and how to carry out the transformation has become an urgent problem for rural tourism industry.

2. Creative Rural Tourism and Related Concepts

2.1 Creative agriculture

Creative agriculture is based on agricultural resources in rural areas. Through the creative design of human wisdom, creative agriculture redeploys and integrates the production, life and ecological resources in rural areas, and develops distinctive agricultural products and novel rural economic development model, so as to maximize the value of rural industrial chain and ensure the continuous improvement of farmers' income [1]. The emergence of creative agriculture is the result of the interaction of creative economy and rural economic development, and its core lies in breaking the traditional agricultural development mode and realizing the benign operation of agricultural industry chain [2].

2.2 Creative tourism

Creative tourism is also rising under the background of the development of creative economy, and it is also a sign of the constant maturity and perfection of the tourism industry. The integration of

creative elements has injected fresh blood into the development of tourism industry and made it develop in a deep-seated direction [3]. As a new development mode of tourism industry, creative tourism pays attention to innovating tourism industry with innovative thinking, especially to exerting the driving effect of tourism industry, taking tourism activities and tourism products as the core, expanding the chain of tourism industry, actively merging with the first and second industries, building a multi-level tourism industry chain spanning various industrial sectors, and promoting the upgrading and transformation of the overall function of the region [4].

2.3 Creative rural tourism

Creative rural tourism is the inevitable product of the integration and development of creative agriculture and creative tourism industry, and it is not the combination of the two, but the organic integration of creative, rural and tourism elements on the basis of adapting to the needs of social development and following the requirements of sustainable development [5]. Creative rural tourism can not only meet people's demand for agricultural products and promote rural economic development, but also meet people's diversified tourism needs and promote the development of tourism industry. At the same time, it can maintain the balance between rural economic development and ecological environment, and contribute to the sustainable development of economy [6]. Creative rural tourism is based on rural creative environment, creative agricultural production activities and rural culture, it integrates rural cultural resources by using the principles of creativity, tourism, aesthetics, economics and sustainable development theory, and regards creative elements as the core of rural tourism, then takes creative agricultural production and creative tourism as its main functions [7]. It can be seen that creative rural tourism is a new type of creative tourism activity which integrates creative rural construction, scientific management, creative tourism commodity production and tourists' participation in creative agriculture, agricultural labor, rural interest experience and agricultural knowledge acquisition.

3. Rural Tourism

3.1 The present situation of rural tourism in China

As one of the industries with the highest degree of marketization in China, tourism has gradually become the pillar industry of the national economy. Rural tourism, as a branch of tourism, is a new type of industry and consumption mode, which not only integrates the three industries, but also closely links agricultural production, agricultural product processing industry and rural service industry [8]. The unique advantages of rural tourism in adapting to the increasing consumption demand of short-distance leisure and vacation around urban agglomerations show vigorous vitality beyond the general tourism pattern. With the development of China's new rural construction and integration of urban and rural areas, leisure agriculture and rural tourism market are growing rapidly [9].

Table 1 Statistics on the number of rural tourism receivers in China from 2012 to 2017 (unit: 100 million people)

Particular year	2012	2013	2014	2015	2016	2017
Number of receptionist	7.2	10	12	22	24	28

According to the statistical data of China Leisure Agriculture and Rural Tourism Market Foresight and Investment Strategic Planning Analysis Report issued by Prospective Industry Research Institute, the number of leisure agriculture and rural tourism in China increased continuously from 2012 to 2017, and the number of leisure agriculture and rural tourism in China reached 720 million in 2012 [10]. In 2013, the number of leisure agriculture and rural tourism in China increased to 1 billion people. By 2015, the number of leisure agriculture and rural tourism in China had exceeded 2 billion, reaching 2.2 billion. By 2017, the number of leisure agriculture and rural tourism in China reached 2.8 billion, accounting for 56% of domestic visitors; total operating income exceeded 740 billion yuan, accounting for 16.2% of the total domestic tourism revenue. According to the data of

Prospective Industry Research Institute, the proportion of rural tourism to domestic tourists in China maintained steady growth in 2016-2017 after the rapid growth in 2012-2015, and the proportion of rural tourism income maintained a steady growth trend.

Table 2 Statistics of rural tourism income in China from 2012 to 2017 (unit: 100 million yuan)

Particular year	2012	2013	2014	2015	2016	2017
Income	2400	2800	3200	4400	5700	7400

Under the guidance of the National Development and Reform Commission, the Ministry of Agriculture and Rural Areas and other ministries and commissions, various regions have introduced measures to promote the healthy development of rural tourism. Industry insiders believe that, driven by policy dividends and multiple rounds of supply-side and demand-side, rural tourism is striding toward a trillion-dollar scale.

During the "Twelfth Five-Year Plan" period, the average annual growth rate of the number of rural receptionists and business income exceeded 10%. In 2017, more than 2.8 billion people traveled in rural areas throughout the country. Tourism has become a new channel for poverty alleviation and enrichment of the people. At the same time, there were 330,000 leisure agriculture and rural tourism operators in 2007, with an increase of more than 30,000 over the previous year, and the whole industry showed a "blowout" growth trend. It is predicted that by 2021, the income scale of rural tourism in China is expected to exceed 100 billion yuan.

Table 3 Statistics and forecast of rural tourism income scale in China from 2018 to 2022 (Unit: 100 million yuan)

Particular year	2019	2020	2021	2022
Income	8804	9801	10798	11795

With the continuous improvement of China's GDP and residents' income and consumption level and the shortening of urban-rural spatial distance, primary rural tourism products can't meet the needs of the public, and products are becoming increasingly high-end and high-quality. In the next few years, the development of rural tourism will become a new major force in tourism. Through the development of rural tourism, rural tourism consumption market will be started, and rural tourism in China will be promoted to realize the development of consumption popularization, product specialization, standardization of service and diversification of benefits.

3.2 Current problems in rural tourism development

There are still some problems in the development of rural tourism in China.

The dependence of natural resources is too strong: at present, rural tourism is mainly based on natural scenery, such a tourism mode is too simple, and the natural scenery of the same area is much the same, which will lead to the lack of rural tourism characteristics, thus leading to the reduction of core competitiveness.

The problem of blindness and spontaneity: many villages have been using the form of imitation in the process of developing tourism resources, which directly leads to the lack of characteristics of rural tourism. Most of the rural tourism developers are individual households, they can't take into account the extension of the tourism chain, the fine processing of tourism products and the extension of the high-end direction. Therefore, many villages lack accompanying products in the process of tourism resources development and can't form an industrial chain.

The development model is too single: many villages in the development model of tourism resources mainly focus on the view of the scenery, and the experience-based development of history and culture, rural life and eco-tourism has not been popularized, which will reduce the tourist experience and can't create economic income for the countryside.

Tourism products lack creativity: many tourism projects rely on the development of natural resources. In order to maintain the natural scenery, the development of rural tourism has been stagnated. Therefore, in the development of rural tourism resources, many tourism products can't meet the needs of rural tourism development in the new era, and can't generate income for the

development of rural tourism.

4. Ways of Creative Development of Rural Tourism in China

4.1 Cultural creativity

While issuing a series of regulations to deal with the disorder of rural tourism development and confusion of management, local tourism management organizations must guide and manage them in terms of cultural creativity and display the theme of local culture in the overall layout planning. Theme culture is the soul of tourism creative development. Only with the theme of culture, tourism planning will have new ideas and characteristics. Only by highlighting the theme of local culture, can we effectively avoid the same phenomenon, and rural tourism will develop differently and benignly.

4.2 Science and technology in rural tourism

Science and technology are not only the driving force of economic development, but also an important tourism resource. The integration of science and technology into rural tourism will undoubtedly bring new ideas and vitality to traditional tourism. In the specific tourism development, the display of scientific and technological achievements and the dissemination of scientific and technological knowledge can penetrate into tourism activities, thus enhancing the knowledge, interest and participation of tourism.

4.3 Planning and design creativity of rural tourism

Most of the rural tourism development in China is in a shallow stage, which mainly lies in the lack of creative elements to fully tap the value of rural tourism resources. Through exquisite planning and unique design, the existing tourism resources can be well allocated, so as to maximize the charm of tourism. This kind of rural tourism with popular network culture as the creative starting point occupies a certain advantage in propaganda and attracts a large number of tourists.

4.4 Marketing creativity

No matter how excellent the product is, it is extremely necessary to propagate it properly and reasonably, especially for the tourism products which pursue the "return effect". At present, with the diversified development of culture, especially with the rapid development of digital network technology, it is necessary to promote rural tourism resources by means of network publicity and website construction, so that not only information can be released quickly, but also tourism dynamics can be updated in time, and good marketing effect can be achieved.

5. Conclusion

China's rural tourism is in an immature initial stage, and there are still many problems restricting its in-depth development. In the future, the focus of rural tourism development research should be on how to make use of local cultural characteristics to innovate, which can not only solve the problem of homogeneity of rural tourism products and transfer the consumption of renewable resources to the utilization of science, technology and talents in rural tourism development, but also promote the development of rural tourism from the expansion of scale "quantity" to the promotion of "quality" and promote the transformation and upgrading of rural tourism development.

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