

Thoughts on Promoting Innovative Development of Rural Tourism in China by "Culture + Tourism"

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Abstract: With the development of China's economy, China's tourism industry has also reached a critical time point from high-speed development to high-quality development. As an important part of tourism industry, rural tourism industry must also transform to the direction of high-quality development. In the process of developing rural tourism, how to make use of the existing advantages, get rid of the traditional thinking constraints, use the cultural elements to inject the soul into the existing rural tourism products, and find an innovative way of "culture + tourism", so as to make the rural tourism industry achieve the leap of upgrading and upgrading.

1. Introduction

Since the Nineteenth National Congress of the Communist Party of China, China's cultural industry has entered a new stage of development, and began to cross-border integration with other economic industries. Culture + new format has risen rapidly. "Culture + tourism" shows more charm of rural culture to tourists. It is not only a symbolic symbol of the countryside, but also an important productive force. It is of great significance to the dissemination of rural culture, the inheritance of folk art and the promotion of Rural Revitalization strategy. How to integrate culture perfectly into rural tourism is an important issue that deserves our deep consideration.

2. Reasons for Vigorously Developing Rural Tourism in China Today?

2.1. The concept of rural tourism

Rural tourism is carried out in rural areas, with rural natural landscape, architectural folklore, diet, culture, clothing, agricultural landscape and agricultural activities as the main attractions, and urban residents as market customers to meet the needs of consumers to return to nature and entertainment for knowledge. Rural tourism originated in France and developed on a large scale at the end of the nineteenth century. Rural tourism in developed countries such as Britain, Austria, Germany, France, the United States, Spain and so on has developed quite maturely, and has entered the road of standardization from planning, construction, management and service providers. Through the research on the development of rural tourism in these countries, it is found that rural tourism plays a very important role in the relatively backward rural areas, which fully proves its contribution and significance to the rural local economy. In many countries, rural tourism is considered to be an effective means to prevent agricultural recession and increase rural income. In the United States, 30 states have specific tourism policies for rural areas, 14 of which include rural tourism in their overall tourism development plans. In Israel, rural tourism development is regarded as an effective supplement to the decline of rural income, and the number of rural tourism enterprises is increasing year by year. Many countries, including Canada, Australia, New Zealand, the former Eastern Europe and the Pacific, consider rural tourism as the driving force for economic development and diversification in rural areas[1].

2.2. The significance of developing rural tourism in China

Developing rural tourism can make full use of rural tourism resources, adjust and optimize rural industrial structure, broaden agricultural functions, extend agricultural industry chain, develop rural

tourism service industry, promote farmers' transfer of employment, increase farmers' income, and create a better economic basis for the construction of new countryside; it can make rural natural resources, human resources and increase value; it can make rural self-reliance. Renewal, rely on their own strength to develop, and then reduce the state's support funds for rural areas. [2] At the same time, the participation of local farmers in investment and tourism can increase their disposable income and achieve the goal of "living well". It can also promote the overall planning of urban and rural areas and increase the interaction between urban and rural areas. Urban tourists radiate the city's political, economic, cultural and consciousness information to the countryside, so that farmers can accept modern consciousness and life customs without going out, improve the quality of farmers, and excavate, protect and inherit rural culture. Take rural culture as the attraction to develop cultural tourism with rural characteristics. [3] At the same time, tourism can absorb modern culture and form a new civilized rural style, which is conducive to the protection of rural ecological environment.

3. Present Situation and Development Trend of Rural Tourism in China

3.1. The present situation of rural tourism in China

At present, China's rural tourism is still in its initial stage, and there is still a lot of space for the development and utilization of rural tourism resources. Rural tourism is dominated by resident tourists, whose time mainly concentrates on statutory holidays, with strong seasonality and no obvious economic benefits[4]. Tourism income has not become the main source of income for local residents. Due to the constraints of policies, funds, concepts, living habits and other factors, the management and services of rural tourism in China are at a low level. Most of them can only meet the basic needs of tourists, and there is still a certain distance from comfortable and pleasant tourism needs.

3.2. Development trend of rural tourism in China

At present, the main body of domestic tourism gradually tends to be rational, people's choice of vacation is more diversified. Participating in cultural festivals, concerts and other activities has become the choice of urban residents' holiday consumption. Long-term tourism has gradually turned to short-distance and long-term leisure vacation[5]. The development of rural tourism just conforms to this trend, injecting leisure economic elements into the central tourism area, actively exploring various types of leisure activities, and guiding the leisure needs of urban residents to the countryside. From a national perspective, the trend of rural tourism towards leisure is an inevitable long-term trend.

4. Definition of Cultural Tourism

The definition of cultural tourism refers to the process of realizing the purpose of perceiving, understanding and observing the specific content of human culture through tourism. Generally speaking, it refers to tourism for the purpose of appreciating foreign traditional culture, tracing the traces of cultural celebrities or participating in various local cultural activities. As the soul of tourism, culture is always contained in tourism activities and shows great charm. Throughout the history of tourism development, although each period has its unique manifestation, there are many similarities in essence, that is, the cultural enjoyment pursued by tourists in tourism activities. Culture has strong nationality and nationality. Developmental. Every country has its own culture[6]. Its regional characteristics determine cultural differences. However, in the process of development, regional culture will inevitably interact with each other. Human tourism is a movement of mutual exchange and integration of various cultures. The main purpose and connotation of tourism is culture. Therefore, organizing tourism ISM and participating in tourism activities must be closely linked with culture.

5. The Impact of Culture on Tourism Industry

Generally speaking, there are three elements in each culture: one is the material element of culture, which is also the material entity level of culture, commonly known as material culture. It is precisely this material level of cultural relics that provides us with a large number of cultural relics and historical relics for the development of tourism. Secondly, the behavioral elements of culture are also the behavioral modes of culture, commonly known as behavioral culture. It is the behavioral elements of this culture that provide diversified folk customs for tourism industry. Thirdly, the psychological elements of culture are also the spiritual concepts of culture. Generally called spiritual culture, mentality culture or conceptual culture, such as religious sentiment, moral sentiment and so on, are attractive tourism resources.

As the crystallization of human labor and wisdom creation, culture runs through the whole process of human development and evolution, thus constituting the rich and colorful cultural types and connotations of the world. These splendid cultural phenomena have three characteristics: first, culture is a creation of human beings, not a natural thing, it is a social phenomenon, not a natural phenomenon. For example, primitive natural objects such as famous mountains and rivers are not cultures, but gardens and landscapes produced by people's design and processing with their own wisdom are a kind of culture, thus integrating tourism products and culture. Secondly, culture is created by human social activities and widely enjoyed by society. It has a strong popularity, which makes it possible for tourists to participate. Thirdly, culture does not exist freely. It is embodied in the way of people's social practice and in the material and spiritual products they create. For example, the Great Wall of China and the pyramids of Egypt embody culture, not in their external building materials, but mainly in the scientific and technological level and achievements of human beings and their aesthetic concepts, thus greatly expanding the cultural content of tourism[7].

6. Current Situation and Development Trend of Cultural Tourism

6.1. Current situation of cultural tourism in China

As an important part of the new cultural industry, cultural tourism has been developing rapidly with the improvement of people's living standards and the gradual increase of the benefits of cultural industry. However, there are still many shortcomings in the high-speed development: inadequate and unreasonable development efforts, backward supporting infrastructure, insufficient funds for early development, relatively few private enterprises, lack of cultural tourism, management and development of relevant personnel, and imperfect laws related to cultural tourism[8].

6.2. Trends of cultural tourism in China

Cultural creativity has become the key development direction of cultural tourism. Cultural and creative industries are known as one of the most promising industries in the world in the 21st century. Creative economy in the world generates a daily output value of US\$22 billion and increases at an annual growth rate of 5%. Nowadays, cultural and creative industries have become the pillar industries of economic development in many countries and regions. The expansion and extension of cultural and creative industries in the field of tourism has become a new engine of tourism development. In turn, the development of tourism has created new opportunities and new impetus for the prosperity of cultural and creative industries. With the development of tourism industry cluster and the characteristics of cultural and creative products, cultural and creative tourism has become a new field and hotspot jointly participated by tourist attractions, tourism enterprises and relevant departments. For such a multi-ethnic and multi-climate country as China, the highlights of tourism with regional cultural characteristics will become the future development trend.

In recent years, the population of big cities has grown rapidly. There are more than 10 supercities with a population of more than 10 million. The permanent population of Beijing, Shanghai and other cities has exceeded 20 million. Most big cities have problems in land, water, energy,

transportation, environment and other fields to varying degrees, and some cities even have serious situations that are unsustainable. Over-rapid population growth also causes intense social competition, too much pressure on work and continuous tension, which makes people more and more want to escape from the city and invest in a comfortable and relaxed environment. As a result, the leisure tourism mode which integrates rural residence into one will be more and more popular with the public. At the end of 2018, China's 10 most populous cities were listed in the table below.

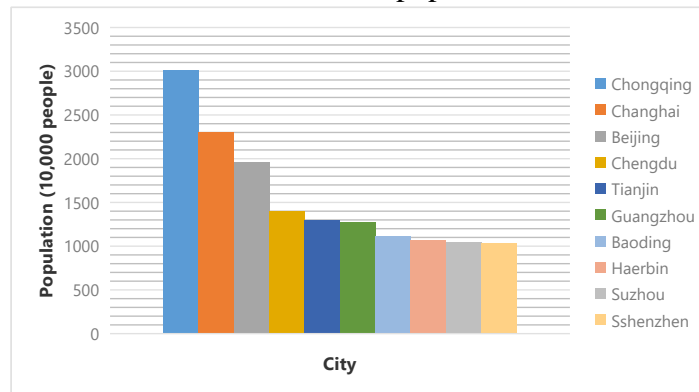


Fig.1. Top ten population cities in China at the end of 2018

7. Measures to Promote the Development of Rural Tourism in China by "Culture + Tourism"

The natural, economic, historical and cultural conditions of different regions are different when planning systematically and reasonably. In the process of developing "culture + tourism", the local government should carry out "one village, one planning" according to the principle of "highlighting characteristics, giving full play to advantages and increasing memory", which fully reflects their respective regional characteristics.

To protect rural cultural heritage, ancient villages contain profound philosophies of harmony between man and nature. We should make full use of relevant laws and regulations of the state, protect ancient villages and Agricultural Cultural heritage, build cultural facilities such as "local museums" with common value, attach importance to rural communities and residential buildings with identifying value, and give full play to local landscape. Humanistic radiation. Take ancestral halls, temples and schools as the carriers of local civilization, inherit clan culture, and carry forward the new family culture and the new rural culture.

Explore folk culture, including style and architecture, folk costumes and dance festivals. Integrating local myths and legends into the construction of rural tourism, taking landscape as the framework, culture as the foundation and ecology as the theme, makes rural tourism unique, dynamic and charming. In view of the major events and historical figures in history, we collect and sort out the data through various ways, and mark them on the spot in order to deepen the understanding of tourists. Multi-angle display of minority culture, inheritance of folk art. For example, Tujia's Waving Dance and Miao's Lusheng are very famous in China and even in the world. Tujia's embroidery and Miao's batik are also a wonder in handicraft.

Enhancing the awareness of environmental protection and advocating the promotion and inheritance of "culture + rural tourism" of civilized tourism can not be separated from advocating civilized tourism and raising the awareness of environmental protection. Beautiful China relies on beautiful countryside to lay the foundation, restore and enhance rural ecology, and make rural ecological advantages become valuable resources for rural development. To let the evergreen trees planted by the common people become money-spinners, and let more people eat "ecological rice" and "tourism rice", the green mountains and waters are Jinshan and Yinshan. In formulating the strategy of tourism resources development, the tourism products should be moderately developed according to the medium and long-term planning and the environment and resources capacity. Advocating "honest management" and "civilized tourism", adding necessary facilities such as garbage pocking, signs and warning signs in scenic spots, promoting the concept of environmental

protection while carrying out rural cultural propaganda, strengthening the awareness of environmental protection in tourism, creating a good tourism atmosphere, and realizing the sustainable and healthy development of rural tourism.

8. Conclusion

With the rapid economic development of the times, the cultural tourism industry extends rapidly to the countryside. At the same time, in order to meet people's increasingly high-quality living requirements, the cultural tourism industry must also transform to the direction of high-quality development. We should excavate folk culture according to different regional characteristics, integrate folk culture into rural tourism perfectly, promote innovative development of rural tourism in China by "culture + tourism", and make full use of relevant national laws and regulations, protect rural cultural heritage, protect rural ecological environment and realize sustainable development of rural tourism while promoting innovative development of rural tourism. Continue to develop healthily.

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