

Study on the Rural Tourism Development of Jilin Province

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Abstract: Jilin Province has a long history and culture, beautiful and pure natural scenery, simple folk customs, unique natural wonders, poetic pastoral customs, ancient historical relics, these are the advantages of developing rural tourism resources in our province. However, in the development of rural tourism in our province, there are some drawbacks, such as vague rural image, weak brand awareness, general lack of planning, planning and talent, which need to be solved urgently.

1. Overview of foreign development

As early as the 1960s, foreign scholars began to study the development of rural tourism. Rural tourism has gradually formed a large-scale industry in Europe and other developed countries. These countries have been through a single tourism leisure tourism to a diversified, multi-functional, multi-level business model.

Table 1 Summary list of foreign research on rural tourism

Nation	Development Characteristics	Experience for Reference
British	A variety of recreational activities; Tourism commodities have rural characteristics; The operation scale is generally small; Privatization of business entities.	Build a beautiful natural environment; Increase visitors' real rural life experience; Shape the characteristics of rural tourism.
French	Tourism products are original and native; With strong industry standardization; Unique business model; Perfect sales system.	To develop rural tourism products with high cultural taste and strong experience; Strengthen marketing awareness; We will increase government support.
The United States	Reasonable planning and standard management; High enthusiasm for participation by the masses; Integration of nature and humanity; Attach importance to the sustainable development of the environment.	Improve the implementation of relevant laws and regulations; Government departments to guide and promote; Explore diversified types of rural tourism.

2. Jilin province rural tourism development process

2.1 Scatter stage

With the economic growth of jilin province, the urbanization process is accelerating, and the pressure of life is becoming greater and greater. More and more residents choose to relax their mood through short-distance tourism. Therefore, suburban and rural areas have become the first choice of tourism destinations, rural tourism

2.2 Agglomeration stage

Rural tourism has gradually been recognized by urban residents. The form of tourism has gradually shifted from a single rural tourism to experiencing tourism in the countryside. Tourists

can better integrate into the countryside, eat farm food and live in farm yards together. At this stage, the scale of rural tourism continues to expand, the management concept of farmers from independent management to government-led, rural collective diversified management mode. Tourism products are also constantly enriched, the reception can be the characteristics of picking, characteristics of catering and other rural characteristics of the activities introduced into rural tourism, so that tourists in the tour process to get more practical experience of fun.

2.3 Normative guidance stage

As one of the pilot provinces, Jilin province included rural tourism in the five-year plan for economic and social development for the first time. Based on the advantages of ecological resources, combined with the construction of new rural areas, we will strive to share resources, provide supporting facilities and link industries to achieve the coordinated development of urban and rural areas. The counties and cities of Jilin province also responded positively, and formulated the relevant standards such as the "methods for grading and evaluating the service quality of rural tourism spots" and "interim provisions on rural tourism service", so as to guide rural tourism to become more and more standardized and mature.

2.4 Regional expansion stage

Order to regulate the industry management, improve service quality, collaborative pledges inspect bureau of Jilin province tourism administration in 2008 jointly issued the "rural tourism quality hierarchy and assessing standard, at the same time the province forge ring Changbai mountain village above and high-quality natural scenic spots, such as rural tourism with Songhua river through the central tourist normalized, drive the surrounding small towns tourism economic growth, implementation to link, in line into the regional overall development pattern, the organic combination of natural landscape and the rural tourism, let visitors eat, live, row to get the best experience, to promote Jilin province rural tourism into a new stage.

3. Analysis on the development problems of rural tourism in Jilin province

3.1 Lack of scientific tourism planning

At present, most villages and towns involved in tourism projects in jilin province have not made overall tourism plans, and tourism development is relatively random. They have not made corresponding market surveys, failed to reasonably allocate tourism resources, and failed to define the market positioning. Most of its supporting facilities and tourism products are developed and constructed at will by villagers or the government, and the tourism industry is developed simply by using farmland, picking and breeding. The lack of scientific overall planning leads to unreasonable spatial layout, serious functional similarity and the inability to achieve regional development.

3.2 The most district traffic accessibility is poor

Jilin province has a large number of villages and a relatively rich variety of village types. Rural tourism is generally targeted at some villages or scenic spots with good scenery, relatively complete village appearance and certain historical value. Compared with medium-distance tourism and business tourism, rural tourism has A smaller audience, and the passenger flow will not be as dense as a-level scenic spots. Therefore, highway facilities have not been well constructed and the accessibility is poor. Many roads leading to rural areas are damaged, which seriously affects the development of rural tourism.

3.3 Tourism infrastructure is relatively backward

With the development of rural tourism, more and more problems have been exposed. Most tourism villages and towns in Jilin province are underdeveloped, which leads to serious lag of tourism infrastructure, backward housing appearance and houses.

The interior decoration is old, the hygiene condition is poor, the inside and outside transportation, the leisure entertainment, the dining accommodation and so on cannot satisfy the tourist demand,

can only provide the elementary traveling reception service.

4. Jilin province rural tourism development countermeasures

4.1 Rural tourism space demarcation

The morphological difference of Jilin province is obvious. Different topography constructs different tourism resources and landscape features, giving birth to different folk culture and different lifestyles. Therefore, rural tourism in Jilin province is generally divided into the following three divisions:

Eastern Jilin province: take Changbai mountain as the tourism agglomeration area, surrounding villages and towns as the basic point, give full play to the characteristic ecological forest resources, geographical advantages and unique ecological culture of eastern Jilin province, and develop the history, culture and people. Tourism resources such as folk customs, border customs of ethnic culture, mountain and river scenery, natural oxygen bar, forest exploration and other tourism products make it an integrated rural tourism agglomeration area with Changbai mountain characteristics.

Central Jilin province: characteristic urban leisure, entertainment and tourism agglomeration area. Deeply excavate and scientifically integrate the villages, Manchu culture, Guandong culture, shaman culture, ice and snow, hot springs, leisure and sightseeing in the central tourism area of Jilin province. The tourism resources, such as sports, highlight the characteristics of rural leisure and sightseeing in Changji metropolitan area and its surrounding recreation belt, give full play to the tourism service advantages of the central urban agglomeration, and make it an important urban and rural tourism distribution center in Jilin province.

Western Jilin province: gathering area of famous towns and villages for characteristic natural ecological sightseeing and exploration tourism. Integrate and develop the ecological wetland, sandy land, grassland, hot spring and other characteristic tourism resources in the western tourism area of Jilin province, explore the potential of its tourism resources, give full play to the role of this region in attracting tourists to explore and welcome them to visit Jilin province, and make it an important gathering area of famous tourist towns and villages in northeast China for tourists' ecological sightseeing and natural exploration.

4.2 Countermeasures

4.2.1 Pay attention to the original ecological experience

In the construction of rural tourism routes in Jilin province, the real needs of tourists should be fully combined and the dynamic changes of demands of tourists should be tracked in real time. On this premise, the requirements of tourists should be maximized to seek common ground while reserving differences, so as to develop products of practical significance. In order to satisfy tourists and provide them with the best experience, we should grasp the details and grasp the needs of tourists when developing rural tourism routes. Rural tourism is mainly promoted by the rich folk culture and diversified ecological landscape, where tourists can obtain psychological satisfaction and give tourists a spirit of enjoyment through various forms of rural "scenes". Therefore, the development of rural tourism routes must follow the people-oriented policy.

When experiencing rural tourism, tourists first feel the beauty of the original ecology and nature. Rural tourism products contain rich contents. First, there are folk customs, such as country songs and dances, local characteristic food and culture. Secondly, there are still simple and ancient traditional buildings and rich and diverse rural scenery in the countryside, which let tourists immerse themselves in and linger on. Rural tourism products highlight their unique artistic culture, ecological nature and other elements, including a variety of connotations and elements, not only in the visual perception of the impact, but also allow people to develop reverie, to obtain the maximum aesthetic experience. Take the original ecological environment experience of Changbai mountain as an example, which provides rafting project, negative oxygen ion experience and so on. Secondly, in some historic villages and towns, tourists can join relevant projects, and their personal experience is

far stronger than the single appreciation. Thirdly, the rural tourism experience emphasizes the individualized service. In order to make tourists gain a sense of surprise and pleasure in the process, an effective approach of travel agencies is to comprehensively integrate personalized service work, so that tourists can form a resonance in the process, such as providing a series of projects such as pushing stone mill, planting vegetable hoe, visiting old houses, rolling and protecting Wells and so on, so as to better experience rural life.

Of course, in view of the original ecological culture and rural tourism landscape, tourists inevitably show two sides:

First of all, tourists want to feel the real landscape and culture, but at the same time, tourists are dissatisfied with the backward sanitary conditions and infrastructure in rural tourism. In other words, the passenger is only in the relative, the scope of the pursuit of the opposite. The negative tendency shown by tourists in the rural experience is not the expectation of maintaining the backward state in the past, but the negative tendency of civilized culture, traditional customs and living environment.

4.2.2 Mainly Short - term

Jilin province rural majority were maintained a good ecological environment, part of the pioneer can also provide good accommodation for passengers. With the popularity of private cars, rural tourism in the future will get a broader space for development. But for the life in the city for a long time, familiar with city life traveler, although the rural has a quiet environment, agricultural production, farm and accommodation to attract them, but the tedious nightlife in the village, relatively backward living facilities, as well as the health of the relatively poor cannot meet its adapt to the standard of living. In addition, when most hotels choose rural tourism, most of them choose short-term free time such as weekends to relieve the fatigue accumulated during working days. However, if the vacation time is longer, such as paid holidays and golden weeks, the majority of tourists prefer long-distance travel. Therefore, the requirements of short distance and short time should be fully considered when constructing rural tourism routes. Time does not mean, however, the content of the thumbnail, should have the same features, such as special for the weekend trip to build rural tourism routes, "rural" would be a good choice, not only conforms to the urban teenagers into rural feeling of rural production and living, but also accord with the quiet life and natural life yearning. Some tourists have special needs of "going back to their hometown", which can also be a direction of our development. In addition, we should fully combine rural characteristics and environment to develop products such as "rural conference" and "rural vacation", so that although rural tourism does not stay long and the routes are short, it also has rich content and features.

4.2.3 The probability of leaving again

Rural tourism is not as colorful as you might think. What "farmhouse" attracts people to eat, live and do farm work has not been completely achieved. At the same time, the part about "music" is just to move the entertainment mode that can also be carried out in the town to this rural environment. The vast majority of tourists have no corresponding activities to participate in here, which is almost nothing left after experiencing a rural meal. Single and boring activities, so that many citizens after participating in a loss of interest.

In the construction of rural tourism routes, activities should be set up in combination with the needs of tourists, and based on the local resources, the focus should be placed on the intimate knowledge, travel and kinship. Firstly, intimate knowledge enables tourists to understand local social changes, historical events, family development, folk customs and local agricultural (sideline) industry knowledge. Second, it leads tourists to participate in rural sports, rural recreation, folk festivals and agricultural activities, among which the preparation of farm food among female tourists has become a major selling point to attract them. Third, family love is to see visitors as family members, chat with each other, and jointly carry out entertainment projects. In this way, the attraction of the route can be enhanced, and the richness of its connotation can be improved. At the same time, it is conducive to strengthening its revisiting rate and ultimately effectively improving the tourism life cycle.

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