

Research on the Path of Tourism Enterprises to Help Rural Tourism Transformation and Upgrading

Zhian Li^a, Wen Bao^{b,*}

Management School, Chengdu University of Information Technology, Chengdu, Sichuan, China

^a bwwhh@126.com, ^b 276562008@qq.com

*Corresponding author

Keywords: Tourism Enterprise; Rural Tourism

Abstract: Rural tourism plays an important role in developing rural economy, realizing rural transformation and promoting people's prosperity, and is an effective way to promote rural prosperity and achieve common prosperity. While undertaking the development and promotion of rural tourism resources, tourism enterprises are also one of the beneficiaries of rural tourism development. As service suppliers, tourism enterprises also face some urgent problems to be solved in the process of rural tourism development, including how to realize the digital transformation of enterprises and how to build infrastructure with grass-roots governments. Therefore, only when tourism enterprises and stakeholders are in a benign balance, rural tourism can achieve the ideal state of sustainable development.

1. Introduction

China's rural tourism plays an important role in promoting employment and promoting regional economic development. Although China's rural tourism has been showing a positive development trend, the development of traditional rural tourism is facing many challenges under the background of the continuous upgrading of consumer demand. In recent years, tourism enterprises actively participate in the development and construction of rural tourism, and have made certain achievements. However, there are also some problems in the development process, such as unclear rights and responsibilities, insufficient industrial integration, imperfect income distribution mechanism, difficult project profit, and single financing channel [1]. In this regard, this study further explores the path of tourism enterprises to help high-quality rural tourism.

2. The Main Problems Existing in the Development of Rural Tourism

2.1. Effective Supply Is Insufficient

The existing rural tourism products cannot meet the consumer demand and improve the people's happiness. On the one hand, the number of high-quality tourism products is small and overcrowded during holidays; on the other hand, tourism products are single and innovation frequency is low [2]. Most rural tourism areas lack the development and design of content products, poor participation and experience of tourists, and lack of creative tourism commodities, which cannot meet the diversified needs of tourists.

2.2. The Lack of Talents Restricts the Transformation and Upgrading of Rural Tourism

Due to the obvious gap between urban and rural areas, rural tourism generally has a weak attraction to high-end talents, especially in the western regions, especially in the remote areas. The lack of talents has greatly restricted the improvement of rural tourism management and service quality. According to the survey, the difficulties of rural tourism innovation are mainly the lack of talents, lack of funds and projects, among which the lack of high-end talents is the biggest difficulty.

3. Analysis of Tourism Enterprises and Rural Tourism Development

3.1. Achievement

In the context of promoting common prosperity, the government encourages tourism enterprises to participate in rural tourism, and then promote rural revitalization through the development of tourism. In this context, tourism enterprises have entered the rural tourism track to help the rural revitalization strategy. A large number of tourism enterprises participate in the practice of rural tourism, on the one hand, it is the concrete manifestation of corporate social responsibility, on the other hand, it fully shows that tourism enterprises are optimistic about the rural tourism market in the long term [3]. From the current typical cases, the participation of tourism enterprises in rural revitalization includes the following development paths: first, the development of "tourism +" industrial assistance, such as the Yunnan Shangri-La project of China Tourism Group; the second is to build a town project with cultural and tourism characteristics, such as the Anren Ancient Town project in OCT; the third is to build chain rural tourism resort products, such as the boutique homestay operation platform in secluded village and the "ideal village" with cultural tourism. With policy support and social participation, rural tourism development has entered a fast track. According to statistics, in 2020, China's leisure agriculture and rural tourism received more than 1.2 billion people, with an income of nearly 600 billion yuan. At the same time, rural tourism has employed 11 million people, benefiting more than 8 million households, and has played a more obvious role in increasing farmers' income.

3.2. Problems Encountered by Tourism Enterprises in Helping Rural Revitalization

3.2.1. Power and Responsibility Are Unclear

It is difficult to accurately locate the role of tourism enterprises in rural tourism development. First, whether a region can develop rural tourism depends on many objective conditions, such as resource endowment, economic foundation and development potential. Some local governments have too high expectations for rural tourism and blindly introduce tourism enterprises, but the effect is not ideal [4]. Second, the development of rural tourism needs both effective market also need for the government, the government needs to improve the local infrastructure, lay the foundation for rural tourism development, tourism enterprises is mainly responsible for industry import, make product development, operation management and talent training, but the actual landing process, part of the local governments often shift the responsibility of infrastructure construction to enterprises, increase the difficulty of the project implementation and the burden of the enterprise.

3.2.2. The Income Distribution Mechanism Is Not Sound

It is still difficult to balance the interests of all rural tourism parties, and there is no cooperation mechanism for sustainable development among the government, enterprises and villagers. On the one hand, rural revitalization needs the integrated development of tourism and agriculture and other industries to maximize the benefits, but at present, there is no effective path for the integration of various industries [5]. In the integration of agriculture and tourism, the uneven distribution of benefits between the government, enterprises and farmers is a prominent problem. Enterprises may pursue profit maximization, while farmers' interests are not fully protected, which will affect farmers' enthusiasm for participation. For example, in a certain region, when promoting a project to integrate agriculture, culture and tourism, the government took the lead in setting up a coordination group to cooperate with local farmers by introducing social capital, but farmers still mainly sell primary agricultural products, and it is difficult for farmers to share the profits of the secondary and tertiary industries.

3.2.3. Rural Tourism Investment Projects Have A low Rate of Return and Are Difficult to Make Profits

Although some places try to innovate, most of the agricultural and tourism integration projects do not have a long industrial chain, lack the development design of the integration of food, housing,

transportation, travel, shopping and entertainment, and have a single consumption point. Many agricultural-tourism integration projects have low added value of tourism products, mainly relying on compressing profits and fighting price wars to attract consumers. In some places, the integration of agriculture and tourism projects lacks characteristics, and the development of culture, landscape and humanities is insufficient, and the homogeneity is serious. In some places, problems such as accommodation, hygiene, and service attitude of agricultural and tourism integration projects have led to poor tourist experience and difficulty in forming a brand effect.

3.2.4. It Is Difficult to Develop Personnel in Localization

In recent years, with the continuous improvement of China's urbanization rate, a large number of rural working-age labor force is lost, resulting in a shortage of rural tourism practitioners, older age and low education level. Although tourism enterprises actively promote "industry + education" and strive to keep young people in the local area, the effect is limited.

3.2.5. Enterprise's Financing Channel Is Relatively Single and the Development Fund Is Mostly Its own capital

Some relevant laws and regulations have formed certain restrictions on the overall financing of the development of rural tourism. For example, the financing through PPP should not exceed 10% of the general public budget expenditure of the government at the same year, and the public infrastructure cannot be sold as assets in asset-backed securities financing.

4. Digital Brings Opportunities and Challenges for Tourism Enterprises to Help the Development of Rural Tourism

4.1. Opportunities

The digitalization of rural tourism means that rural tourism can use webcast, App, small programs, etc., to realize information release, online booking, product sales, build and promote tourism brands, and explore the use of virtual reality (VR), augmented reality (AR) and other technologies to carry out immersive tourism. The digitalization of rural tourism can provide convenient conditions for leisure agricultural parks, farmhouses, home stays and other scenic spot facilities to access the Internet service platform.

4.2. Challenges

4.2.1. Technology Application and Data Integration Are very Difficult

The dispersion of rural tourism, many scenes and heavy experience determine the complexity of technology application, and there is still a large space for deep integration. From hotel booking, traffic arrangement to scenic spot service in rural tourism, the data volume and quality of all links of the industrial chain are uneven, and the information management is scattered, leading to high barriers to data sharing and integration, resulting in the phenomenon of information island in the industry. However, the application of artificial intelligence technology requires a large amount of data to train and optimize, and the tourism information island limits its application potential in the industry.

4.2.2. Investment Costs Are High

The concentration of rural tourism is not high, and the number of small and medium-sized enterprises is large, and the high initial input of artificial intelligence technology is difficult to achieve the balance of input and output for rural tourism enterprises. How to ensure that technology investment can bring actual economic returns in the long cycle and high cost transformation process is a major test for rural tourism enterprises.

4.2.3. Rural Tourism Digital Talent Gap Is Large

With the continuous deepening of the digital transformation of rural tourism, the demand for

digital talents of rural tourism enterprises has also seen an explosive growth, and the talents needed by rural tourism enterprises should not only be proficient in digital technology, but also need to understand the situation of the tourism industry. However, in practice, there is a serious shortage of such talents, resulting in two layers of business and technology, and digital transformation is difficult to land.

5. Explore the Path of Rural Tourism Transformation and Upgrading

5.1. Explore New Models of Cooperation

Local governments and rural tourism enterprises should clarify the demands of all parties, improve the benefit distribution mechanism, and mobilize the enthusiasm of various parties. First, in terms of industrial integration, it is suggested that the local government should take the lead and rural tourism enterprises should participate to establish the rural revitalization cooperation platform, and explore the industrial integration path suitable for local rural revitalization; in the aspect of sharing benefits, rural tourism enterprises should pay attention to and properly handle the relationship with the villagers, strengthen the communication with the villagers through the local government, mobilize the villagers to participate in the rural tourism development, the enterprise is responsible for the industrial import and operation, promote the local economic development and villagers' employment, and the local villagers should deeply participate in the development of rural tourism and share the cooperation benefits through investment and employment. Through the establishment of long-term mechanism, rural tourism can achieve mutual benefit and harmonious development.

5.2. Explore More Models of Land Transfer

Rural tourism land circulation is generally large and large scale, often facing problems such as ecological red line and limited land use. In addition, due to the long return cycle of rural tourism operation projects, the land circulation cycle is also correspondingly longer. Exploring diversified land circulation modes has become the key to the development and operation of rural tourism projects. It is suggested that governments at all levels should actively explore the circulation of leasing, exchange, transfer, sublease and shareholding, so as to provide more possibilities for introducing rural tourism enterprises and innovative business models.

5.3. Encourage Innovation in Featured Tourism

Tourism enterprises are encouraged to highlight local cultural characteristics, deepen service functions, and highlight the characteristics of tourism products according to regional rural characteristics and resource endowments. The development of rural tourism products should be market-oriented, actively develop characteristic, differentiated and diversified rural tourism products, and form a diversified tourism product system integrating agricultural sightseeing, characteristic catering, vacation and leisure, and experience education.

5.4. Launch Demonstration Projects for the Application of Artificial Intelligence Technology in Rural Tourism

First, in combination with the national "AI +" action, governments at all levels encourage large rural tourism enterprises to formulate implementation plans of "AI +". Second, governments at all levels encourage rural tourism enterprises with advantages of data and flow and complete infrastructure to take the first step, focusing on deeply embedding AI technology in specific business scenarios and gradually promoting it.

5.5. Strengthen the Integration and Management of Rural Tourism Data to Provide Basic Support for the Application of Artificial Intelligence Technology

Rich and complete data is the basis of the application of artificial intelligence technology. Governments at all levels should further strengthen the data mining and integration of the rural tourism market, broaden the data sharing port of rural tourism enterprises under the premise of

complying with relevant laws and regulations, and provide necessary data support for the optimization of the development strategy of rural tourism enterprises. At the same time, rural tourism enterprises should further protect data privacy. According to all kinds of sensitive information, such as personal information, traffic records, and peer relationships, contained in rural tourism data, the unified data standards should be improved, and the application of artificial intelligence technology, while taking into account data quality and passenger privacy, should be promoted to provide better service experience for passengers.

6. Conclusion

Tourism enterprises to help the transformation and upgrading of rural tourism is not only the inherent requirement of rural revitalization, but also the only way for rural revitalization. At present, tourism enterprises still have problems in helping the transformation and upgrading of rural tourism, such as unclear rights and responsibilities and imperfect income distribution mechanism. The foundation and core competitiveness of the agricultural tourism project lies in the agricultural industry, and the development and operation are based on the original planting and breeding industry as much as possible, so as to avoid finding another way at will. For large projects, we can build a large-scale, modern and standardized modern agricultural base, and introduce teams from scientific research institutions to carry out research and development of intensive processing of agricultural products; For small projects, it is necessary to do a good job in planting and breeding demonstrations, and implant processing experience content to improve added value and interest.

References

- [1] Wang, Q.R., Wei, X.Y. (2024) Tourism Leading Enterprises Boost the Integrated Development Mechanism of Rural Three Industries —— Take Guilin As An Example. *Social Scientist*, (04), 88-94.
- [2] Huan, M.L., Wu, S.C. (2024) Does Rural Tourism Help Attract Talent Back In?—— Evidence from the 304 Villages. *Social Scientist*, (04), 79-87.
- [3] Niu, Z.N. (2024) Research on the Integrated Development of Rural Tourism under the Demand of High-quality Development. *Agricultural Economy*, (07), 78-80.
- [4] Zhang, Y.G., Tian, W.J., Guo, Y.Z. (2024) Rural Tourism Empowerment and the Beauty of Rural Construction —— Connotation, Logic and Research framework. *Economic Geography*, 44(06), 224-231.
- [5] Wu, K.J. (2024) Research on the Mechanism and Path of New Quality Productivity Driving the High-quality Development of Rural Tourism. *Journal of Southwest Minzu University(Humanities and Social Sciences Edition)*, 45(06), 30-37.