

## A Summary of the Research on the Supply-side Reform of Rural Tourism

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**Abstract:** With the gradual improvement of urban and rural residents' life and the rapid development of domestic tourism, China's rural tourism has entered an unprecedented stage. The rapid development of rural tourism promotes the development of rural economy, the improvement of rural ecological environment and the increase of rural residents' income. However, in the process of rapid development of rural tourism, problems such as lack of planning, single structure, backward concept, mismatch of talents and other problems on the supply side of rural tourism have emerged, which lead to the uneven quality of rural tourism and the failure to highlight its characteristics. Based on the author's learning and practical experience, this paper first analyzed the relevant literature review, then discussed the problems and causes of rural tourism supply-side, and finally put forward the development path to accelerate rural tourism transformation and upgrading based on supply-side reform.

### 1. Introduction

The academic research on the development of rural tourism in China mainly focuses on the significance of rural tourism development, rural tourism planning, rural tourism market, rural tourism development strategies[1]. On the significance of rural tourism development, Su Lujun and Wang Liang (2007) pointed out that rural tourism development is of great significance to the overall development of urban and rural areas, to change the dual structure of urban and rural areas and to build a harmonious society. Tang Jianbing (2007) believed that the development of rural tourism not only had direct effects, but also had the effect of promoting the rural society and the associated driving effects, such as promoting rural society, cultural undertakings and environmental protection, are also very significant[3]. Jia Hongfeng and Li Yunxia (2009) held that rural tourism can help peasants to get rid of poverty and become rich, to promote the adjustment of rural industrial structure, and to accelerate the construction of beautiful villages[4]. Zhang Jinwei (2016) pointed out that the development of rural tourism is conducive to the industrialization of traditional agriculture and the realization of sustainable development of traditional agricultural regions[5].

On the study of rural tourism planning and design, Cao Guoxin (2008) held that as a whole, rural tourism development planning has experienced the evolution from "the extreme planning mode of tourists" to "the extreme planning mode of heritage" to "multi-interactive planning mode"[6]. Cheng Zhe (2016) pointed out that the key of tourism driving rural transformation and development lies in paying attention to industrial convergence, strengthening ecological environmental protection, innovating development model, and attaching importance to community participation[7].

On the rural tourism market, Li Tong and Zhang Xiaozhi (2008) pointed out that infrastructure can not meet the needs of tourism development[8]. The problems existing in the rural tourism market are the lagging of the rural tourism market system construction and the low quality of the peasants. Lu Chong and Zhang Xiaohui (2008) put forward countermeasures to solve the problem of rural tourism market development based on SWOT analysis[9]; Zhong Xiaopeng and Lu Lin (2010) took the people of Hefei as the research object and put forward the measures of sustainable development on the basis of exploring the problems existing in the development of rural tourism in Hefei[10]. Yu Bing (2015) studied the innovation of marketing methods of rural tourism products in the context of new media and put forward specific marketing methods[11].

On the rural tourism development countermeasure aspect, Li Junmei (2012) has studied the rural tourism development countermeasure based on the local tourism industry promotion policy from

two angles of the rural tourism management body[12]. Jiang Shudong (2012) put forward the countermeasures to develop Chongqing rural tourism from the aspects of rural tourism planning, resource development, management strategy, tourism talents, tourism policy and so on[13].

## **2. Problems and Causes of Rural Tourism Supply Side**

### **2.1 Blind development and lack of rational and effective planning**

In the face of the urgent needs of rural tourists and the high economic benefits brought by rural tourism, quite a number of villages begin to ignore their own advantages, local characteristics and rural ecological environment. They blindly pursue economic benefits and lack of practical research, unified design and rational planning. They just simply imitate the model of other rural tourism destinations to buy low-cost and simple materials to build greenhouses, simple houses, fruit seedlings and fruit trees, which results in low-level repetitive construction and great waste of resources, and significantly reduces the rate of return of rural tourists. Some villages even have a phenomenon that The rot caused by the failure of picking fruits in time in greenhouses and the hidden danger caused by the accommodation in simple houses in rural areas, which are extremely unfavorable to the development of rural tourism.

### **2.2 The structure is too simple and lacks integration with agriculture and culture**

The biggest difference between rural tourism and other tourism modes, such as scenic spot tourism and urban tourism, is to highlight the word "rural", which is the deep integration of rural tourism and tourism. However, at present, the structure of rural tourism in our country is too simple, and the simple rural tourism mode is still continuing. It cannot meet the continuous promotion of rural tourists' tourism purposes, which leads to the gradual decrease of interest degree of rural tourists.

### **2.3 Backward development concept, lack of integrity and awareness of environmental protection**

With the improvement of residents' consumption ability and their expectations for short-term leisure life, the popularity of surrounding rural tourism with families as the unit keeps rising and maintains a high-speed growth trend. However, due to a series of problems in the extensive development of rural tourism, the tourism complaints related to rural tourism also show an upward trend. The main reason is that the concept of rural tourism development is too backward, lack of rural ecological environmental protection and integrity consciousness.

### **2.4 Dislocation of talent supply and lack of both professional and comprehensive talents**

The development of all walks of life cannot be separated from the supply of relevant talents. Compared with other tourism industries, the talents needed for the development of rural tourism are more specific and require comprehensive talents with both professional knowledge of tourism and relevant knowledge of management, agriculture and culture. At present, the rural tourism talent supply in our country is seriously dislocation.

## **3. The Development Path of Accelerating Rural Tourism Transformation and Upgrading Based on Supply-side Reform**

### **3.1 Reform of factors of production**

First, we need to optimize the allocation of labor force. We should not only increase human capital investment and labor supply, but also increase education investment, improve the comprehensive quality of rural tourism management managers and service practitioners, and improve the management level of rural tourism management and service, so as to attract guests and make them stay. Secondly, the allocation and utilization of land resources should be optimized. It is necessary to flexibly realize the land circulation of rural tourism, increase the supply of land for

rural tourism, and strictly control land indicators, so as to use scarce land resources to develop rural tourism projects with good market prospects and strong driving force. In line with the general trend of the Internet, actively integrate with the Internet and open up a new mode of rural smart tourism, so as to realize product innovation, quality improvement and service, marketing and management intelligence to promote the transformation, upgrading and sustainable development of rural tourism.

### **3.2 Reform of product structure**

First, further utilize the existing rural natural and cultural landscape to develop various tourism products with distinctive features, such as rural pastoral (tea garden, orchard, bamboo garden, garden) tourism, ancient village tourism, characteristic village tourism, etc., so as to enrich the supply and meet the surging market demand. Second, we should deeply develop leisure and vacation tourism products, such as leisure farms, agricultural industrial estates and country clubs, and create leisure villages, vacation villages, recuperation villages and entertainment villages, so as to realize the transformation and upgrading from sightseeing mode to leisure and vacation mode. Meanwhile, it is necessary to establish a rural tourism brand with typical local characteristics. The homogenization of rural tourism of a certain scale has been serious. In order to realize the leapfrog sustainable development of rural tourism, we should build a rural tourism brand with typical local characteristics and enhance the attraction and competitiveness of rural tourism. First of all, creating a brand with clear positioning in line with local reality. Secondly, we should dig deeply into the characteristic ecological and cultural resources of rural tourism. Rural tourism should pay attention to the development of ecological resources on the basis of in-depth exploration of traditional folk culture, rural tourism with connotation. Finally, rural tourism service quality should be strengthened. Improve the sense of honesty and credit of rural tourism operators, and realize the long-term development of rural tourism.

### **3.3 Reform of industrial structure**

Since then, China's tourism consumption structure is unreasonable, the proportion of basic consumption links is too large, and the elastic consumption links are sluggish. In particular, domestic tourism shopping consumption lags far behind the international level. The National Tourism Administration and the China Tourism Association have also provided guidance and demonstration for the development of tourism commodities in various cities in China by holding activities such as the China Tourism Commodity Competition, the China International Tourism Commodity Fair and the selection of tourist Commodities with Chinese characteristics. However, in recent years, the proportion of China's tourism shopping income in the total tourism revenue has not increased, and some regions are still declining. No matter from the change in the proportion of tourism shopping in the total income of tourism, or from the difference in people's consumption of domestic and international tourism shopping, it can be seen that there are prominent problems on the supply side of tourism commodities in China.

### **3.4 Reform of consumption environment**

On the one hand, we should strengthen the construction of rural tourism hardware, with emphasis on environmental improvement, road construction, afforestation, network construction and infrastructure and supporting facilities such as catering, accommodation, entertainment and medical and health care. For example, through water quality detector, air quality sensor, temperature and humidity sensor and other equipment to rural tourism community environment, water quality, air, temperature and humidity and rural tourism industry environmental health monitoring, strengthen environmental health supervision, protect the rural ecological environment and tourism community environmental health. On the other hand, rural tourism consumption market environment improvement should be strengthened to maintain market order. For example, convene scenic spots and tourism businesses to carry out administrative appointment meetings, and remind tourism operators and practitioners to abide by laws and regulations face to face; Randomly select the personnel of tourism, industry and commerce, transportation, public security, urban management and other departments and units to form a joint law enforcement team, or learn from

the practice of some local and international tourism police, strengthen inspection and regulation of the illegal business practices and practices of tourism businesses and practitioners, and crack down on such illegal activities as false publicity, fake and inferior products, and forced consumption.

### **3.5 Reform of talent management**

It is necessary to introduce, train and cultivate comprehensive rural tourism talents. To realize the transformation and upgrading of rural tourism, we must accelerate the pace of introducing, training and cultivating comprehensive rural tourism talents, and improve the comprehensive quality of rural tourism operators and practitioners as a whole. Firstly, the pace of introducing comprehensive rural tourism talents should be increased in the short term. The urgent task is to introduce a group of comprehensive talents with both tourism professional knowledge and certain agricultural knowledge and management knowledge to solve the plight of rural tourism talents. Secondly, according to the actual development of rural tourism in various regions, short-term training courses or promotion classes for rural tourism talents should be held regularly to guide operators and practitioners of current rural tourism to grasp the cutting-edge dynamics and advanced experience of current rural tourism in a timely manner, and cultivate the talents with professional knowledge and familiar with local agriculture and rural environment, so as to serve the transformation and upgrading of rural tourism better.

## **4. Summary**

As a sunrise industry, green industry, open industry and people's livelihood industry, rural tourism has made great contribution in helping the poor and realizing a well-off society in an all-round way. In recent years, the rapid development of rural tourism in China has played a positive role in promoting the development of rural economy. However, with the rapid development of rural tourism, there are also a series of problems that can not be ignored. For example, the product system is single, the quality and the structure are unreasonable and the characteristic is not obvious and so on. If these supply-side problems can not be solved in time, it will affect the sustainable and healthy development of rural tourism. Therefore, it is urgent for the development of rural tourism in China to speed up the transformation and upgrading of rural tourism with supply-side reform.

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