

# Strategic Analysis of Vitalizing Rural Industry Based on Developing Rural Leisure Tourism: A Case Study of Shaanxi Province

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**Abstract:** With the upgrading of consumption structure, the demand of urban and rural residents for rural leisure tourism, health and other projects has increased. In order to promote the prosperity and development of rural leisure tourism, various regions excavate the multiple values of rural areas and the multiple functions of agriculture. Let it become a combination of urban and rural production and living ecology, across the primary, secondary and tertiary industries, compatible with the mentality of workers, peasants and urban and rural areas and new industries, so that green mountains and mountains become the “golden lever” of Jinshan and Yinshan. Taking Shaanxi as an example, this paper first analyzes its development status, and then combines the problems that arise, and finally puts forward suggestions for developing rural leisure tourism to better realize rural industrial revitalization.

## 1. Introduction

In 2015, the Notice on Actively Developing Multiple Functions of Agriculture to Promote the Development of Leisure Agriculture was awarded by the Ministry of Agriculture and the Ministry of Finance and 11 other sections. In 2016, the Ministry of Agriculture and the United Nations Development and Reform Commission and other departments issued relevant documents, namely, “Guiding Opinions on Vigorously Developing Leisure Agriculture.” Then in 2017, the General Office of the Ministry of Agriculture issued the Notice on Promoting the Implementation of Leisure Agriculture and Rural Tourism Development Policy. Document No. 1 of the Central Committee issued “Some Opinions on Further Promoting the Structural Reform of Agricultural Supply Side and Accelerating the Cultivation of New Kinetic Energy for Agricultural and Rural Development”. Therefore, rural leisure tourism is a new form of integration of tourism and agriculture, which plays an important role in expanding domestic demand, benefiting people's livelihood, and stable growth.

## 2. Development Model of Rural Leisure Tourism in Shaanxi Province

### 2.1 Agricultural Tourism

In order to meet the needs of city tourists for holidays or weekends, rural leisure tourism began to develop quietly in the city. These projects are based on the agricultural production process that the urban people usually do not touch as a hot spot, according to the height, color, size and maturity of crops, reasonable collocation. Then, the design of the crops is planned, and some are designed into various artistic patterns to create a unique vegetable garden, orchard, garden and garden. In this way, organize visitors to experience activities such as collecting vegetables, picking fruits, visiting gardens and enjoying flowers, truly enjoy the fun of farm life and experience the bitterness of farm work.

### 2.2 Farmer Experience

In the suburbs, the farming activities, the original natural scenery and tourism are linked to form picking gardens, farmhouses, parent-child recreation, and fishing activities. At present, “living in farmhouse, watching farm scenery, eating farm food and doing farm work” has become a beautiful scenery in the countryside. Tourists can find the life of human development in the countryside and

experience the feeling of returning to nature.

### **2.3 Folk customs**

Shaanxi is made up of various cultures. The crude customs of northern Shaanxi, the simple Qinba culture and the special snacks in southern Shaanxi attract tourists from all over the world and all over the country. It provides endless power for the development of rural leisure tourism in Shaanxi Province, and inlays a colorful landscape painting for the vast Sanqin land.

### **2.4 Leisure and entertainment**

Most of the rural natural scenic spots, such as rivers and streams, green water and green hills, and mountain springs, are excellent natural environments with skillful workmanship. The scattered farmyards, orchards and vegetable fields, frog-sounding ponds and ancient swordsmen's houses blend with the natural landscape. Therefore, these rural leisure sports mountaineering or strolling are all very pleasant and radiant.

## **3. Development Status of Rural Leisure Tourism in Shaanxi Province**

### **3.1 Good development situation**

The pattern formed in Shaanxi is centered on Xi'an and surrounding areas, the Guanzhong Plain is the main belt, and the northern Shaanxi and southern Shaanxi are the two major radiation areas. In 2017, the income from rural tourism was 27.56 billion yuan, and the number of tourists receiving tourists reached 202 million, a corresponding increase of 31.1% and 17.95%. As of 2015, Shaanxi Province has reached 17 state-level rural tourism and leisure agriculture demonstration sites, and there are 6 demonstration counties. Within the province, the number of model villages for rural tourism in China has also reached 27, 300 gold-medal farm households, 30 model households, 120 model villages and 79 small towns with tourism characteristics. At the same time, 151 key villages in the first batch of rural tourism poverty alleviation projects are also progressing, of which 10 counties and districts have been selected to promote provincial tourism poverty alleviation demonstration sites.

### **3.2 The comprehensive benefits are becoming increasingly prominent**

In the whole province, the per capita income of employees engaged in leisure agriculture is more than 20,000, and the average annual income of peasant households is mostly more than 50,000. Especially in the five cities of Guanzhong, the annual income of households operating leisure agriculture is more than 100,000. The operating income of the key areas that focus on developing leisure agriculture accounts for more than 30% of the total output value of agriculture.

### **3.3 Strong brand promotion**

In 2017, there were 10 national-level demonstration villages for leisure agriculture and rural tourism built in the province, and 18 demonstration sites in the 31 cultural and tourism towns. The construction investment reached 4.123 billion yuan.

### **3.4 Types of business are becoming more and more abundant**

The northern Shaanxi and Guanzhong areas mainly focus on experiencing rural folklore projects, but they are currently in a point-to-point distribution stage. Southern Shaanxi mainly focuses on agricultural tourism and rural ecology, focusing on promoting tourism characterized by ancient cultural towns and building a global tourism system.

## **4. Problems in the Development of Rural Leisure Tourism in Shaanxi Province**

### **4.1 Lack of scientific planning**

In the process of developing rural tourism in Shaanxi, there are many problems, such as lack of innovation in design, inaccurate positioning, low level of planning or lack of long-term planning.

Blind development of rural leisure tourism resources will shorten the life cycle of its products, resulting in more similar projects at a lower level, so that social and economic benefits will be increasingly reduced. The current rural leisure tourism is mainly based on the independent development of local farmers and rural enterprises. Most of the projects have not undergone preliminary market research and reasonable design planning. If the original rural leisure tourism resources, such as gardens, villages, and pastures, are directly put into operation and receive tourists.

#### **4.2 Industry lacks innovation**

At the current stage of development, rural leisure tourism in different parts of the province is quite different, and more general performances include excursions, sightseeing, picking and fishing. Most of them are “dwelling farmhouses and eating farmhouse meals”. These projects basically lack folk customs, and their development level is generally in the middle and low grades. Rural leisure tourism resources have not been fully exploited, resulting in the lack of cultural connotation of its products and the lack of original cultural activities. Rural leisure tourism resources do not enjoy the “cultural feast” of tourists' stay time will be shortened accordingly, unable to meet the “high quality, personalized” needs of tourists, it is difficult to achieve global tourism.

#### **4.3 Weak tourism facilities**

Because the local government's financial funds are limited, the communication, transportation, hydropower and other supporting facilities of rural leisure tourism in many places are not in place, and the overall tourism infrastructure is weak. The poor road conditions of rural roads lead to limited capacity, traffic congestion and narrow roads. The backward tourist facilities have become one of the obstacles to the development of rural leisure tourism, which has caused many tourists to “seek the village”.

#### **4.4 Lack of professional talent**

Rural leisure tourism is mainly built on the local basis. Therefore, the rural farmers constitute the main body of the employees, their overall quality is not high, low education, lack of advanced management concepts and professional training, no service awareness and management experience, these are not conducive to the development of local rural leisure tourism industry. Especially, there are still some phenomena such as slaughter of tourists and lack of catty, which make many tourists greatly disappointed, reduce the rate of re-visit, and increase the rate of complaints, all of which directly affect the image and brand of local rural leisure tourism.

### **5. Strategies for Developing Rural Leisure Tourism in Shaanxi Province**

#### **5.1 Scientific Planning Based on the Concept of Global Tourism**

All localities should take global tourism as the starting point, combine tourism, agriculture, transportation, planning, land and other departments, integrate all forces, focus on local tourism resources, and further promote the “rural tourism plus” mode. The rural leisure tourism project is organically linked with beautiful villages, development ancient towns, rural revitalization, etc., adheres to the scientific development concept, and scientifically compiles the planning of rural leisure tourism on the basis of rational use of industrial development, village construction, land use and other planning.

#### **5.2 Focus on rural leisure tourism supply side reform**

In order to meet the ever-changing tourism needs of domestic and foreign markets, it is necessary to explore the rural tourism products with experience and accelerate the reform of the supply side of rural leisure tourism. Combined with the rural tourism products developed by the local culture, the rural leisure tourism is removed from the traditional concept of experience and sightseeing, so that visitors can feel the local folk customs and improve the quality of the products. Thus formed the unique development style of “one family, one village, one product, one town and one appearance”.

In addition, the model of “company + association” and “association + online” should be promoted, and rural leisure tourism projects should be built with social funds, and all kinds of talents should be encouraged to go back to the countryside. Cultural creativity, business model and modern science and technology will be added to the development of rural leisure tourism, so that its characteristics, scale, standardization and branding.

### **5.3 Adhere to the “Tourism + Development Model”**

With the deepening development of industrial convergence, “tourism plus” mode is also increasingly emerging. Similarly, rural leisure tourism is also adapted to this development mode. Combining the advantages of local tourism resources and developing folk culture, new tourism forms such as “tourism + leisure”, “tourism + agriculture” and “tourism + health” are presented, thus creating the brand of rural leisure tourism. In addition, the local government should also increase investment, actively build a platform for smart tourism, and realize online booking, wireless network coverage and intelligent tour guides one by one. The use of the Internet will create a personalized “offline + online” rural leisure tourism management information system, and carry out online marketing and other related services.

### **5.4 Use modern media to widely publicize**

The use of mobile phones, computers, television and other media for extensive publicity, so that rural leisure tourism into colleges, societies, public entertainment areas, etc., so that domestic and foreign tourists fully feel the strong customs of Shaanxi. They can also be festival events such as dragon boat rowing in Ankang, International Marathon race in Yangling and rural tourism festival in Liquan. Publicize the products of rural leisure tourism in Shaanxi, and further improve the popularity of rural leisure tourism in Shaanxi.

### **5.5 Strengthen the Training of Tourist Employees**

Tourism is a labor-intensive industry, so it needs a lot of labor. Generally speaking, it is required to establish training bases, strengthen training work and improve the reception level of tourism services as a whole. Through on-site visits, experience exchanges and expert reports, tourism practitioners are trained to comprehensively improve management level and service skills. It is also possible to let college students and high-quality talents go to the countryside to expand and strengthen rural leisure tourism through flexible talent introduction and government funding.

### **5.6 Accelerate the construction of tourism infrastructure**

The most basic conditions for the development of rural leisure tourism require a good tourism infrastructure. The local government of Shaanxi should combine urbanization construction, beautiful villages, and immigration relocation. We should increase investment appropriately and build a good infrastructure for food, housing, travel, shopping and recreation. In particular, we should strengthen cooperation with transportation departments, invest in improving rural roads, establish traffic signs for rural leisure tourism and build good traffic conditions.

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