

## **A Study on the Difficulties and Countermeasures in Rural Tourism**

**Huanhuan Zhang**

College of Tourism Management, Xinyang Agriculture and Forestry University, Xinyang City,  
Henan Province ,464000,China

**Keywords:** Rural Tourism, Development Dilemma, Development Strategy, Development Model

**Abstract:** Compared with the developed countries in other countries, the development of rural tourism in China has a relatively short history, although we have made some achievements, there are still many problems. Based on the author's practical experience, this paper first analyzed the development dilemma of rural tourism, and then put forward the development strategies, namely: Deepening the understanding to eliminate the root causes of the problems; Reasonably distributing benefits to prevent and control the problems; Overall operation to break through the production problems; To eliminate the problem and realize the coordinated development. The research results of this paper have a certain positive significance to rural tourism in China.

### **1. Introduction**

Rural tourism originated in Europe in 1840s, and the establishment of Italy “agriculture and National Tourism Association” in 1885 marked the birth of rural tourism, but the true sense of the popular rural tourism originated in Spain in 1960s. After 1980s, rural tourism has entered a mature stage of development and embarked on a standardized development track, showing a strong vitality and development potential. As China's rural tourism development time is short, lack of experience, there are still many problems in the specific operation. According to the development experience of Foreign Rural Tourism, the author analyzed the current situation and existing problems of rural tourism development in China, and put forward the corresponding development ideas, in order to provide reference for the development of rural tourism in China.

### **2. The Development Dilemma of Rural Tourism**

#### **2.1 Lacking awareness of rural tourist.**

At present, the concept of rural tourism is not yet conclusive, and, some rural tourism operators and local government lack the understanding on the nature and connotation of rural tourism. From their own point of view to understand the needs of urban tourists, they pursuit urbanization, and destroy the original ecological landscape and local characteristics. In the process of rural tourism development, this kind of destruction of rural tourism behavior makes the life cycle of rural tourism area greatly shortened. In addition, lacking awareness of rural tourism market. Not all urban residents are the target of the tourist market, because the residents in small and medium-sized cities, which are not high in urbanization, have a better understanding for the rural areas, the rural areas have no attraction to the residents of large cities.

#### **2.2 Tourism facilities are obsolete.**

Rural tourism areas are mostly suburban and rural areas with low economic level, and many tourism infrastructures cannot meet the needs of tourism activities, such as roads, parking lots, public toilet, telephone booths, catering and accommodation and other facilities. Health status is the most prominent problem in the reception facilities. Health conditions cannot meet the requirements of tourists, so it could not keep the tourists, which seriously affected the tourists to visit here. Traffic inconvenience is another prominent issue, in many areas, especially in poor mountainous areas, although there are high quality resources, traffic conditions are very difficult, which seriously restricts the development of local tourism activities.

### **2.3 The professional quality of rural tourism practitioners is poor.**

The lack of high-quality management personnel and service personnel in the village tourism is a problem that cannot be ignored. In the actual operation of rural tourism management and service, many rural tourism enterprises take the family style management, and these people are usually local villagers whose culture level is not high and service consciousness is weak, and for the management of rural tourism development there is no systematic and effective training for their employees, so there is a great contrast with the requirements of tourism reception services. In addition, due to the current stage of research and exploration of rural tourism is less, it lacks high-quality and professional rural tourism management professionals.

### **2.4 The negative impact of village tourism is becoming increasingly serious.**

Along with the development of rural tourism, the quality of the rural ecological environment is decreased, and the characteristic of the humanities environment is weakened. Due to the development of tourism activities in rural areas, the domestic waste of tourists and the use of transport vehicles, the local water environment and atmospheric environmental quality are declining; The construction waste and lack of system planning make the rich rural atmosphere also get a certain degree of destruction. Tourism activities not only have an impact on the local natural environment, but also the impact the modern urban culture on the local traditional culture. In addition, due to the strong influence of modern urban civilization, the rural traditional culture in a weak position will be closer to it, thus making the local cultural environment worse and worse.

## **3. The Development Strategies of Rural Tourism**

### **3.1 Deepening the understanding to eliminate the root causes of the problems.**

Whether government policy makers or rural villagers, tourism managers and practitioners, they should improve the awareness of the development of rural tourism. First, correctly understanding the development of rural tourism practical significance and functional advantages, and then make a scientific analysis on the possible negative effects of the development of rural tourism. In this way, we can make the prevention measures to the problems that may arise to avoid the occurrence of the problem, and it can also make the relevant development subject to the problem of the psychological preparation, to avoid the problem occurs when the panic. In a word, the rural tourism must be systematic and comprehensive, thus, eliminating the root causes of the problem, and lay a solid ideological foundation for the settlement of the follow-up problems.

### **3.2 Reasonably distributing benefits to prevent and control the problems.**

In the development process of rural tourism, the unfair distribution of interests will exacerbate and intensify contradictions. Although only when the rural tourism development benefits, the interest allocation only occurs, however, this is only the result of the distribution of benefits embodied. In fact, the interests of the distribution ideas and methods have been formed when determining the development of the subject and the development model. To this end, to achieve a fair and reasonable distribution of interests, it is necessary to make a comprehensive social survey before the development of rural tourism, to clear the dominant position of interest and then to develop a scientific distribution system and ways according to the relative degree of the main stakeholders in the development of rural tourism, to maintain proper transparency.

### **3.3 Overall operation to break through the production problems.**

Production process is the core problem of rural tourism development, and how to solve this problem has been the focus of extensive attention of experts and scholars and practitioners. Production process problems seem complex, but as long as the make a good solution to the problem of ideological understanding and interest distribution, the problem of the production process can be solved in an orderly. From Figure 1 we can see that planning, capital, talent, facilities, business management and other issues are interrelated, mutual support, and mutual constraints. If we want to

solve the problem of production process, we must fully operate and improve the overall production capacity.

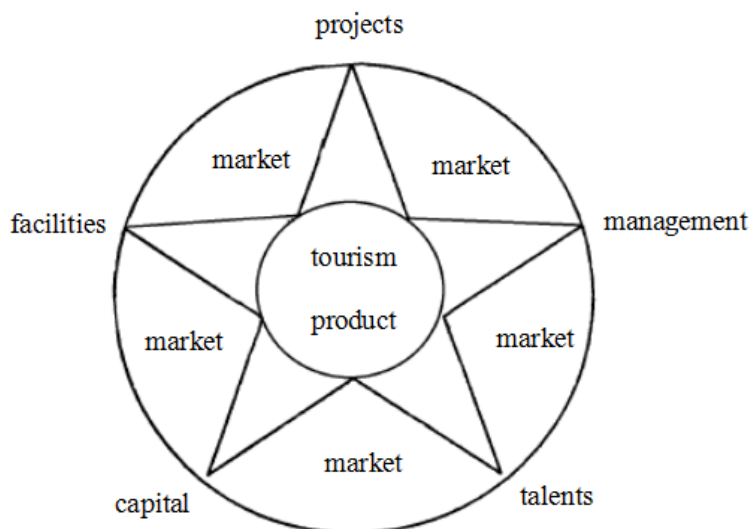


Fig. 1 Analysis on the production process of rural tourism products

(1) Developing the overall projects to cast the key to solve the problem of production. Planning is the basis for the healthy and orderly development of tourism, in the process of production, infrastructure construction, financing and management, talent development, market development and other issues, all need a scientific planning. (2) Broadening the financing channels, eliminating production bottlenecks and improving infrastructure. Fund is one of the important conditions for the development of rural tourism, the lack of funds has restricted the construction and improvement of infrastructure, thus affecting the development of rural tourism products. Rural tourism development can raise funds through three channels: First, by the government to co-ordinate the allocation of funds for the development of rural tourism and rural tourism; Second, introducing foreign investment to stimulate the development of rural tourism economy; Third, encouraging the joint venture of the villagers, this helps to enhance the sense of responsibility of the villagers. Under the guidance of the overall planning, making a full use of the limited funds to improve tourism facilities. (3) Strengthening the construction of human resources to solve the problem of production personnel. The key of large-scale development of rural tourism lies in talent, talent is the fundamental guarantee to promote the development of rural tourism and improve the quality of service. The construction of human resources in rural tourism development needs to be based on the characteristics of rural tourism development, at the same time, strengthening the business skills training, so as to improve the level of service reception.

### 3.4 To eliminate the problem and realize the coordinated development.

If production problems can get a smooth solution, the benefit problems will be also smoothly done. First, based on the actual situation of the local rural tourism resources to make rural tourism planning and develop the special rural tourism products to effectively eliminate the same phenomenon; Second, the improvement of business knowledge and skills of managers, employees and other related personnel will provide a strong guarantee for the development of high quality, high grade rural tourism products; Third, under the premise of extensive research on market dynamics and tourists' psychological characteristics, design and developing a comprehensive rural tourism product can effectively meet the needs of tourists.

## 4. Conclusion

Rural tourism is a complete system, and the problems existing in the development of rural tourism have certain relevance. If we want to fundamentally solve the problems in the development

of rural tourism, we must be based on the relevance of the problem to clarify the context of the problem, seize the fundamental and core issues to systematically analyze and then solve them one by one. On the contrary, it is difficult to eliminate the problems in the development of rural tourism.

### **Acknowledgment**

The humanities and social science research project of Henan Provincial Department of education in 2017: An empirical study on the relationship between rural tourism satisfaction and post tour behavioral intention (2017-ZZJH- 442).

### **References**

- [1] Long Maoxing. An analysis of the problems existing in the development of rural tourism [J]. Tourism Tribune, 2006,09:75-79.
- [2] Zhang Yan, Zhang Yong. Rural culture and rural tourism development [J]. Economic Geography, 2007, 03:509-512.
- [3] Huang Yucheng, Zhang Guoping, Li Jinbo. Study on the relationship between the rural tourism investments [J]. Tourism Tribune, 2007, 06:75-79.
- [4] Zhang Huanzhou, Xu Xin, Zhou Yongguang. The development experience of foreign rural tourism and its reference to China's [J]. Human Geography, 2007, 04:82-85.
- [5] Lei Ming, Pan Yonghui. Operation mechanism of rural tourism in Japan and Its Enlightenment [J]. Agricultural Economic Problems, 2008, 12:99-103
- [6] Yin Zhenhua. A new idea of developing rural tourism in China[J]. Tourism Tribune, 2004, 05:40-44.