

Tourism Promotion of Traditional Villages in Foshan under the Background of Supply-Side Reform

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Abstract: Supply-side reform is the only way for the transformation and promotion of tourism in traditional villages. Based on the supply-side reform, the author takes the traditional villages in Foshan as an example to study ways to improve the tourism of traditional villages. Based on the current situation of tourism development and supply of traditional villages in Foshan, combined with the questionnaire survey data, the article points out the problems existing in the tourism development of traditional villages in Foshan, and puts forward some suggestions for promoting the development of tourism in traditional villages in Foshan. Foshan should pay attention to the core needs of tourists and retain the "original ecology" of traditional villages by properly dealing with the problems of protection and development, protection and innovation, and the departure and retention of the original residents. Foshan should build a regional joint community, take the road of joint development, solve the serious problem of homogenization, take the road of industrial integration, improve the structure of tourism products, promote the upgrading of traditional village tourism, improve the village infrastructure and the satisfaction of tourists.

1. Introduction

The tourism development of traditional villages in Foshan can be traced back to the 1990s and has formed a relatively mature market. However, from the author's experience and survey data, there are still many problems, such as serious homogenization of traditional village tourism development, strong commercial flavor, lack of local characteristics, single tourism product structure, poor infrastructure, imperfect industrial structure and so on. Supply lags behind market demand, which seriously restricts the further development of traditional village tourism. In the context of tourism supply-side reform, how to seize the historical opportunity of traditional village tourism development to transform and upgrade to achieve curve overtaking has become an important part of tourism supply-side reform. On the basis of questionnaire survey and actual investigation, attempts to study the ways of tourism transformation and upgrading of traditional villages in Foshan.

2. Literature Review

Traditional villages hold Chinese "nostalgia", pastoral complex and local complex. Seclusion to the countryside is an instinct of the Chinese people. In order to better protect the traditional villages and maximize the use of local tourism resources to achieve the purpose of rural revitalization, scholars have carried out in-depth research. Ge Wen et al. (2014) [2] take Luxiang-Yangwan village cluster as an example, focus on the connotation of the core value of traditional villages, and put forward the tourism development countermeasures of the integration of multiple functions, the promotion of cultural innovation and the development of regional linkage. Zhang Jianzhong et al. (2015) [3] using the theory of cultural ecology, taking Hougou ancient village as an example, put forward that the tourism development of ancient village should take cultural ecology as the starting point and attach importance to the concept of cultural ecology, and deeply carry out the activation and utilization of the "three-state" culture of materialization, institutionalization and idealization. Sun Yingkui et al. (2017) [4] discuss ancient village protection and tourism development from the

perspective of symbiosis, and emphasize the contradiction and balance between ancient village protection and tourism development. Liu Fen et al (2018) [5] take the ancient village of Mixi in Ruijin as an example and propose to develop the ancient village according to the principle of sustainable development. Wang Qiang et al (2019) [6] put forward the concept and connotation of tourism experience development of traditional settlement landscape genes through the exploration of regional cultural landscape genes of traditional settlement in Huangling, and deeply construct the tourism experience development mode of "information element-information point-information corridor" (core-point-axis) linkage of Huangling traditional settlement landscape gene.

In addition, the research on supply-side reform + tourism is also more in-depth. Song Zengwen (2019) [7] believes that supply-side reform is the only way to improve the quality and efficiency of rural tourism. Gao Jingyan (2019) [8] believes that we should lead the upgrading and reform of the tourism industry from enriching and balancing the tourism resources of the primary, secondary and tertiary industries. Wu Chuanbiao (2019) [9] who bases on the analysis of the current situation and main problems of global tourism in Dalian, puts forward some suggestions for the development of global tourism in Dalian from the perspective of supply-side reform. Ye Lin (2019) [10] proposes that we should take the supply-side reform as an opportunity to relax administrative control, improve the regulatory mechanism, and create global tourism industry measures to improve the quality of tourism supply in Jiangxi province. Gu Tingting et al. (2019) [11] put forward countermeasures and suggestions for the reform of rural tourism in Nanjing from the supply side according to the requirements of "prosperous industry, ecological livability, civilized rural style, effective governance and affluent life". Su Jing (2018) [12] put forward some suggestions, such as coordinating the spatial structure of traditional villages, improving the quality of tourism supply of traditional villages, and exploring new ways of tourism supply of traditional villages, in order to realize the revival of Dangjia Village.

Generally speaking, scholars have done more in-depth research on the problems existing in the supply-side reform of tourism, and put forward a lot of countermeasures, but there are few researches on the development of traditional village tourism. The author believes that there are still many problems in the tourism supply of traditional villages in our country. In order to promote the healthy development of tourism development of traditional villages in our country, we must firmly seize the opportunity of supply-side reform and provide more satisfactory tourism services for tourists. On the basis of previous studies, the author takes the tourism development of traditional villages in Foshan as an example to explore the ways to upgrade tourism in traditional villages in Foshan under the background of tourism supply-side reform.

3. The Present Situation and Problems of Tourism Supply in Traditional Villages in Foshan

3.1 The Present Situation of Tourism Resources in Traditional Villages in Foshan

Foshan traditional villages are mainly distributed in Nanhai District, Gaoming District, Shunde District and Sanshui District. As of June 2019, a total of 22 traditional villages in Foshan have been listed on the list of Chinese traditional villages, as shown in table 1. Foshan is rich in folk tourism resources, and the tourism attraction of traditional village culture is strong.

Table 1 The distribution table of villages in Foshan listed in the list of Chinese traditional villages

District	Famous villages in traditional Chinese villages	Quantity
Nanhai District	Xiangang Community, Huangxi Village, Libian Village, Tangnan Village, Chishan Village, Songtang Village, Chaji Village, Yannan Yanqiao Village	7
Sanshui District	Dushugang Village, Daqitou Village, Gangtou Village, Changqi Village	4
Gaoming District	Xiuli village, Ruanying village, Liu village, Shangwan village, Langjin village, Shenshui Village	5

Shunde District	Bijiang village, Shajiao village, Fengjian village and Madong Village	4
Chancheng District	Kongjia Village	1

3.1.1 Natural Tourism Resources with Lingnan Characteristics

Foshan is located in the middle of Guangdong province and in the hinterland of the Pearl River Delta. The Xijiang River, Beijiang River and their tributaries in the Pearl River system run through the whole territory of Foshan, which is a typical delta river network area. Most of the traditional villages are built near the mountain and the water. There are more ponds and rivers in the village, with fields in front and green hills in the back. Small bridge and flowing water's family is a typical Lingnan water family. The farming culture of the village is profound, the mountain is rich in water resources, the natural environment is beautiful, and the natural tourism resources are rich. More typical villages are Songtang Village, seven large reservoirs, distributed in the village. Jiangtou Village is a typical "Green Water Bay living on both sides of the strait". It is a typical Lingnan ancient village in fengjianshui township and by the Jinli river, with a water channel of more than 10 kilometers around the village.

3.1.2 Tourism Resources of Ancient Buildings with Local Characteristics

The traditional villages in Foshan have an early and long history, but most of the buildings left at present are mainly the traditional architectural styles of the Ming and Qing dynasties, and some of them are the buildings of the Republic of China. The village layout mostly adopts the fengshui pattern of "four rivers returning to the source and five dragons gathering veins". Ancient buildings mainly include ancestral temples, folk houses, ancient temples, academies, stage, flagpole stone, ancient bridge, family school, archway, ancient pagoda, turret and so on. Most of these ancient ancestral temples are Chinese-style wok ear houses with carved beams and painted buildings, , which fully embodies the "three carvings and one sculpture" of Lingnan architectural art, and the internal layout adopts the typical "three rooms and two corridors" style of Guangdong folk houses. The traditional houses are mostly made of brick-and-wood structure, which is made of hard hilltop herringbone gables and green bricks. For example, Chen's grand ancestral temple in Shajiao village, with a construction area of nearly 4000 square meters, a central axis depth of 80.23 meters, a width of five rooms and two roads, and a depth of three entrances, is a typical Lingnan beam-lifting structure with a hard hilltop architecture. The layout is based on the ancient Chinese architectural form and the integration of Lingnan style. The craftsmanship in the building is fine, one column and one beam, reproducing the traditional classic three carvings and one sculpture (wood carving, stone carving, brick carving, gray sculpture).

Table 2 Statistical Table on the Preservation of Ancient Buildings in Some Traditional Villages in Foshan

District	Characteristic village	Ancient Architectural Buildings
Chancheng District	Shiwan Wanhua Village	Beixi Liang temple, Donggao he temple, oyster shell house
	Liantang Village	Commander's temple, village history temple, tower, stage, taishidi
	Zhangcha Village	Song chenshangshu temple, Yingchuan Shide temple, calligraphy square, Dongyue ancient temple, Xiancha Academy
Nanhai District	Songtang Village	Plywood mud wall old house, ancestral temple, family school house, wok ear house house, Gujing, Qu's ancestral temple, Zhihe lane, Songtang flagstone, taishidi
	Xiangang Village	Ancient ancestral temple(Chen's grand ancestral temple, Jiantang senior officials 's Temple , etc.), Xiangang Academy, centenarian well,

etc.		
	Yanqiao Village	The main road of Yanqiao, ancestral temple and memorial archway of He's six generation (Lan Kwai Fong, Shu Zu Gong, Commendation for filial piety)
	Tangnan Village	Dexingli, Guilanli and other nine alleys, Tang's ancestral temple, Wen Cui Tang ancestral Temple, Book School, Study School, Wanping book School, Xianyi Family School, Dayou book School, the turret of the Ming Dynasty
	More than 30 stone bridges (Mingyuan Bridge, Juji Bridge, Jinao Bridge)	
	Fengjianshui village	More than 100 ancient houses, ancient temples (19 existing ancestral temples, Liu's grand ancestral temple, Li's ancestral temple for political participation in the Song Dynasty, He Zhi Liang ancestral temple are the best preserved) and Juemiao Buddhist temple.
	Xingtang Madong Village	Yongchun cultural corridor, giant wooden man pile, Chen's grand ancestral temple, pilgrimage street, shuikoufang
Shunde District	Bijiang Village	Bijiang Golden building, Clay building, Zhi Fang Di, Mu Tang Su Temple, Brick carving wall, Yiyu old school, Sanxing Mansion, Penglai Academy, Sanyuan Palace
	Shajiao	Chen's grand ancestral temple, Muboli residential group (17 ancient lanes, Chinese style wok ear houses, western style buildings in the Republic of China)
	Shangwan Village	Shangwan Beiqiu site, Qingyun lane, ancient bridge, Longchuan Pavilion
	Ranyong Village	Ruanxi ancient residential group (41 buildings in Ming and Qing dynasties), Ledan District ancestral temple, Linggui tower, Slate road
Gaoming District	Liu Village	Lu's grand ancestral temple, Flagpole stone, 13 Li, 8 ancient lanes, 7 front gate buildings, 2 back gate buildings
	Deep water village	Century-old House, Green Brick Dragon Ridge Ancient Folk House
	Longjin Village	Xiyuanhe ancestral temple, biaoshanhe ancestral temple, Yiluhe ancestral temple, Renxuanhe ancestral temple, He's ancestral temple
	Changqi ancient village	Ancestral temple, family temple (YitingHuang temple, etc.), family school (Zhenjian family school, Liquan bookstore, etc.), wok ear house (Ming and Qing Architecture), xingrenli gate tower
Sanshui District	Daqitou ancient village	200 Qing Dynasty buildings, Cultural towers and ancestral temple, 5 mansion buildings (such as Zheng's ancestral temple , etc.)
	Dushugang	Cai's grand ancestral temple (7 ancestral temples), Xiuqing Park and Hongsheng Temple

3.1.3 Folk Tourism Resources Have Distinctive Characteristics

Foshan is rich in humanistic tourism resources and retains the typical Lingnan traditional culture. Up to now, the more classic traditional folk activities are remained, such as water wedding, lion dance, dragon boat race, birthday celebration (Confucius Birthday, Guandi Birthday, six Zu Birthday, Golden Flower Birthday, Kanggong Birthday, Hongsheng Birthday) and so on. The unique folk activities include the Lantern Festival in Cixiang village, jiaozei festival in langjin village, Pointing Longan in Longyan village, Jumping the fire in Chishan, and the mid autumn burning Pagoda in Songtang village. Folk culture has distinct characteristics. Since ancient times, Foshan has given birth to many historical celebrities with profound historical and cultural heritage, such as father and son Hanlin (Liu Tingjing and Liu Guozhen), centenarian Chen Wenguang, Song Taiwei Youcheng Su Shaoji, " who was the first person in Shunde imperial examination" and so on. Foshan is the birthplace of Cantonese cuisine in Guangdong Province. It is a well-known food town

in the world. Shunde has been awarded the title of "food city" by UNESCO. Its food culture has a long history, such as Foshan Zhuhou sauce, Gaoming Laifen, Shunde shuangpi milk, Xiqiao pancake, etc.

3.2 Problems in Tourism Supply of Traditional Villages in Foshan

Foshan area, located in the Pearl River Delta, has a huge leisure tourism market. However, from the author's on-the-spot investigation experience and the results of the questionnaire survey, it is found that traditional villages can not retain tourists, it is difficult to have repeat visitors, and word-of-mouth has not been established. The specific performance is as follows.

3.2.1 Tourists Stay for a Short Time

According to the results of the questionnaire, 53.01% of the tourists stayed for half a day, 36.14% stayed for 2 hours, and only 10.84% stayed for more than one day. The author visited four villages a day last year, each for about 1.5 hours.

Table 3 Proportional distribution of tourists' stay time in Foshan traditional villages

Option	Proportion
D.Three days or more	2.41%
C.1-2 days	8.43%
A.1-2 hours	36.14%
B.About half a day	53.01%

3.2.2 Tourists Have a General Impression of The Place Before Visiting, and Their Willingness to Revisit Is Low

Investigate tourists' impression of traditional villages from four dimensions: popularity, yearning, familiarity and substitution. The statistical data are shown in Table4. It is worth noting that half of the tourists have a general impression of these villages, and even 31.33% of the tourists think that they have a strong sense of substitution. After the tour, only 12.05% of the tourists had the desire to revisit, 21.69% of the tourists thought it was not distinctive and soon forgot. The author's experience is also the same. When I visited the first village, I was amazed by the ancient buildings. When I arrived at the third village, I almost had a quick look at it, leaving few distinctive marks.

Table 4 Impression of the traditional villages in Foshan before visiting

Title\ Option	Extremely low	Low	Ordinary	High	Extremely high
Popularity	3.61%	8.43%	57.83%	26.51%	3.61%
Yearning	2.41%	9.64%	50.6%	32.53%	4.82%
Familiarity	8.43%	25.3%	44.58%	19.28%	2.41%
Substitution	4.82%	8.43%	55.42%	26.51%	4.82%

Table 5 Impression left on tourists by traditional villages in Foshan after traveling

Option	Proportion
A.Many beautiful photos	55.42%
B.Special souvenirs	25.3%
C.happy memorie	62.65%
D.Desire to revisit	12.05%
E.Pain and regret	3.61%
F.No feature, soon forgotten	21.69%

3.2.3 The Experience of Uniqueness is General

It can be seen from Table 6. that tourists do not have a high experience of thinking about the uniqueness of the traditional villages in Foshan. After visiting, less than 1/3 of tourists can clearly

recall the logo patterns of the ancient village, understand the natural characteristics and historical legends of the place, and clearly depict the living customs of the people of the ancient village.

Table 6 The proportion of tourists' thinking experience about the local uniqueness of Foshan Ancient Village (%)

Title\ Option	Strongly disapprove	Disapprove	Ordinary	Approve	Deeply approve
After traveling, I can clearly remember the slogan of the ancient village.	7.23%	15.66%	54.22%	20.48%	2.41%
After traveling, I can clearly recall the logo of the ancient village.	6.02%	12.05%	46.99%	32.53%	2.41%
After traveling, I have a better understanding of the natural characteristics of the area.	4.82%	12.05%	43.37%	37.35%	2.41%
After traveling, I have a better understanding of the history and legends of the region.	4.82%	12.05%	49.4%	31.33%	2.41%
After traveling, I can describe the living customs of the people in the ancient village.	4.82%	9.64%	51.81%	31.33%	2.41%
I can clearly understand the age flavor of the ancient village.	6.02%	8.43%	48.19%	33.73%	3.61%
I can simply summarize the cultural characteristics of the ancient village.	4.82%	8.43%	49.4%	34.94%	2.41%
I think the experience in the ancient village is significantly different from that in the past.	6.02%	13.25%	45.78%	32.53%	2.41%
I think the ancient village is very representative in the province, city / county where it is located.	6.02%	12.05%	50.6%	28.92%	2.41%

3.2.4 Tourists' Satisfaction is not High

The satisfaction with the transportation and accommodation, service attitude, scenery, activities and performances, and local culture of the traditional villages is not high. 42.17%-56.63% of the tourists feel generally, and 9%-13% of the tourists, are dissatisfied. After the actual inspection of five villages, the author feels that the most dissatisfied ones are the inconvenient transportation, the inconvenient accommodation, the original scenery, the improper protection of the folk houses, the serious damage, and the serious homogenization among the villages with no obvious characteristics.

Table 7 The distribution proportion of tourists' satisfaction with the ancient villages in Foshan after visiting (%)

Title\ Option	Strongly disapprove	Disapprove	Ordinary	Approve	Deeply approve
I think the traffic and accommodation in the ancient village are comfortable.	4.82%	4.82%	56.63%	31.33%	2.41%
I think the service attitude of the people in the ancient village is comfortable.	4.82%	6.02%	50.6%	34.94%	3.61%
I find the scenery in the ancient village comfortable.	3.61%	6.02%	42.17%	42.17%	6.02%
I think I like the activities and performances of the ancient village.	6.02%	7.23%	54.22%	30.12%	2.41%
I think I appreciate the local culture of the ancient village.	3.61%	6.02%	49.4%	38.55%	2.41%

Analyze the problems existing in the tourism development of traditional villages in Foshan. The main reasons are as follows:(1)The similarity of traditional village tourism resources results in the

similarity of traditional village tourism development mode, the same products and the serious homogenization. Most of the traditional villages in Foshan are typical Lingnan water villages, with "three carvings and one sculpture" wok ear house, lion dance, dragon boat race, ancestral temple culture, showing more folk ecological tours, and it is difficult to get out of the strange circle of homogeneity.(2)The rural characteristics of traditional villages are weakening and their attraction is declining. Although many traditional villages still have ancient houses, most of them have been destroyed, and Western style buildings have been built, which has broken the original village pattern and led to the disappearance of traditional features. After the villagers went to work in the city, their thoughts changed, and their attitudes towards the original folk customs also changed. They were no longer willing to follow them, and their folk characteristics were eroded. (3)Tourism development is at a low level, there is no deep cultural excavation, and many high-quality folk resources have not been fully utilized. Such as the family style culture of Tangnan Village, the village training culture of "reading" and "accumulating virtue" in Songtang Village, the unique flagpole stone culture and so on. (4)The infrastructure is not perfect and needs further improvement. The traditional village is located in a remote place, with inconvenient transportation, imperfect toilets, public transportation, food and accommodation, and incomplete guidance signs and publicity materials, all of which lead to a great discount in tourists' experience.(5)Lack of industrialization development ideas. Most of the traditional village tourism development is based on sightseeing tourism, supplemented by farm music experience, lack of systematic eating, drinking, shopping, accommodation and one-stop tourism supply services.

4. Suggestions on Tourism Development of Traditional Villages in Foshan Under the Background of Supply-Side Reform

4.1 Attach Importance to The Core Needs of Tourists and Retain the "Original Ecology" of Traditional Villages

The original ecology of traditional villages is the key to attracting tourists. The original ecology of traditional villages is reflected in their village layout, architectural style, folk activities, eating habits, handicrafts, production and life style. Therefore, the tourism development of traditional villages should deal with the following problems.

4.1.1 Deal with the Relationship between Protection and Development

For the protection and development of traditional villages, we should pay attention to scientific, reasonable, orderly and efficient. In the tourism development of traditional villages, protection is the first and development is the second. One of the key reasons why traditional villages attract tourists is that their cultural genes are different from those of modern cities. Due to the villagers' pursuit of modern life style, the original residential buildings and village patterns have been damaged to a certain extent. If they blindly pursue utilitarianism in the development, large-scale development, it is bound to destroy the core value of tourism development of traditional villages, and the loss will outweigh the gain. In view of this, it is necessary to carry out zoning planning for traditional villages and locate them according to their functions. According to the actual situation of different villages, it can be divided into three areas, cultural reserves, commercial reception areas and villagers' residential areas. Cultural reserves should be strictly managed and protected, put an end to destruction and reconstruction, and keep the original ecology of ancient buildings, water systems, folk customs, natural features, streets and lanes as far as possible. For the commercial reception area, based on the principle of convenience for the people, can build antique along the original shopping street of the village, set up matching shops for eating, drinking, playing and shopping, and create a commercial street with local characteristics. For villagers' residential areas, they can be built far away from cultural reserves, with fields, rivers and mountains and forests among them, highlighting the characteristics of pastoral ecology, and can be expanded into an exhibition area of pastoral ecological life. The three zones influence each other and do not exist in isolation. In the process of development, integrated development and unified planning should be

adopted to realize the linkage effect.

4.1.2 Deal with the Problem of the Departure or Retention of the Original Residents

The maintenance of the original ecology depends on the indigenous inhabitants. The traditional villages in Foshan are dominated by clans living in groups, reflecting a strong clan consanguinity culture. If all the original residents are removed, it is very likely that the traditional village will lose its soul and become a cold "museum". After the successful development of some villages, the original residents move away, leaving behind "businessmen" who flock from all over the country. Businessmen may try every means to figure out the psychology of tourists and create scenery and folk activities that tourists like as much as possible, but they are still incomparable to indigenous residents who have a unique attachment to traditional villages and are unable to sympathize with tourists and let them fall in love with this place. In the villages investigated by the author, most of the original residents go to work in the city, leaving only the elderly and children left behind. The old people who live in the village all their lives are the mobile "village history museum". They constantly introduce the history, architecture and customs of the village to tourists, and the love in their eyes is moving. In the process of the development of traditional villages, should always keep in mind that the original residents are the dual identities of "inheritors of intangible cultural heritage" and "subject of resource protection and utilization", so as to arouse the enthusiasm of original residents to participate. With the concept of symbiosis and mutual benefit, we should share the economic and environmental benefits brought about by tourism development with the original residents, fully enhance the original residents' awareness of the protection of traditional village tourism resources, and stay and live in the village. Only in this way can we achieve the sustainable development of traditional village tourism and maintain its original ecological characteristics.

4.1.3 Deal with the Problems of Protection and Innovation

Traditional villages are an important part of Chinese intangible cultural heritage, showing the architecture, space and folk culture of the Chinese nation with local characteristics to the world. With the development of urbanization, nearly 100 traditional villages are dying out every day, and Chinese-style rural pastoral life will stay in people's memory. The surviving traditional villages have become the sustenance of Chinese pastoral feelings and nostalgia. But at present, there are two problems in the tourism development of traditional villages. One is that the polished atmosphere is too heavy, stereotyped and lost the original ancient rhyme. Second, it is too primitive, monotonous, lack of characteristics, unable to retain tourists. In view of this, in the development of tourism in traditional villages, we should deal with the relationship between traditional culture and modern civilization, and try our best to achieve the integration of traditional culture and modern culture, which has both original ecological beauty and modern taste. Secondly, we must deal with the relationship between protection and transformation. We should renew the traditional villages organically, preserve the historical buildings with historical value and good shape, and demolish the seriously damaged. In this process, without destroying the original pattern, we can cater to the aesthetic taste of modern people and do some innovative transformation. Foshan Quyi, dragon boat racing, lion dance, wooden New year paintings, paper-cut, gray sculpture, ceramics and so on are all classic folk arts in Foshan. On the basis of maintaining the traditional craftsmanship, they can cater to the aesthetic needs of people nowadays and make some innovations in appearance and content, such as the Immortals and Beasts series of ice cream in the Imperial Palace, which are very popular. In short, protection and inheritance is the first, but to meet customer needs and then innovation can go further and make protection more valuable.

4.2 Build a Regional Joint Community and Take The Road of Joint Development

From the previous description of the supply situation, it can be seen that the tourism resources of the traditional villages in Foshan are highly overlapped and developed separately, and tourists are prone to aesthetic fatigue, which leads to a waste of tourism development resources. The tourism development of traditional villages in Foshan should be guided by the concept of global tourism development, proceed from the overall situation, uniformly plan according to the path of

"city-district-town-village", integrate resources, unite the new force of global tourism development, and realize symbiosis and mutual benefit. Under the planning of global tourism, each district, town and village carries on the functional orientation, forming the characteristic development road of "one town, one color" and "one village, one product". For example, Sanshui District highlights the characteristics of "pastoral + hot spring", Shunde District highlights the characteristics of "food + health preservation", Chancheng District highlights the characteristics of "clan culture", and Nanhai District highlights the characteristics of "water village and Lingnan". Around the regional characteristics, build a series of characteristic tourist villages. In addition, centering on the ten major tourism needs of tourists to "seeing, playing, living, buying, treating, walking, saying, worship, learning, and enjoying", we will take the "city" as the center, radiate each district, radiate each town, and integrate the tourism elements of each district and town. jointly create a characteristic experience tour of "one day" and "two days". In the perspective of global tourism, integrate the supporting resources of "food, clothing, housing and transportation" to comprehensively improve the quality of tourism and enhance the satisfaction of tourists.

4.3 Take the Road of Industrial Integration and Improve the Structure of Tourism Products

In order to retain tourists, traditional village tourism must take the road of industrial integration, and realize the integrated development of tourism, agriculture, culture and innovation, education and health care in accordance with the principle of "Integrate If can integrate, integrate if suitable for integration". On the one hand, the tourism elements of traditional villages are classified from the aspects of natural landscape, material cultural landscape and intangible cultural landscape, excavate their characteristics, develop various tourism products, and constantly enrich and improve the product structure to meet the multi-level and diversified tourism needs of tourists, and continue to improve the satisfaction of tourists. Such as enhancing the appreciation of ancient buildings in traditional villages, enhancing the experience of small bridge and flowing water's family, enriching the content of folk art activities, and so on. Regularly carry out festival activities with local and seasonal characteristics to increase the tourism experience of tourists. For example, Foshan's autumn color is unique, which increases the experience activity of sun exposure in autumn. Make use of autumn harvest to carry out agricultural work experience, picking and harvesting experience. Make use of water resources to increase rafting, cruise boats, dragon boats, water weddings and other activities. Make use of the resources of fields and hills to fully tap the tourism products with high participation, such as hiking, climbing, forest exploration and so on. Develop agritainment tourism products, so that tourists can fully reflect the fun of eating agritainment, farming and doing farm work. On the other hand, centering on the ten major tourism needs of "seeing, playing, living, buying, treating, walking, saying, worship, learning, and enjoying", extend and improve the supply chain of tourism products, and increase the proportion of "playing", "buying" and "sharing" through industrial integration. such as the construction of high-end leisure places such as tea houses, clubs, cafes, study rooms, experience halls and resorts, so as to realize product upgrading.

4.4 Improve the Infrastructure of The Village and Enhance the Satisfaction of Tourists

Based on the two-factor theory, facility environment is a health factor. If it is too poor, it will easily lead to dissatisfaction and greatly reduce the satisfaction of tourism experience. Foshan's traditional village is located in a remote place, with unsatisfactory transportation, sanitation, diet, etc. The construction and improvement of the tourism infrastructure of Foshan traditional villages is the focus of the tourism supply-side reform of Foshan traditional villages. Infrastructure such as rural roads, dustbins, road signs and public toilets should be improved as soon as possible. Traditional village tourist spots should enrich and improve facilities such as restaurants, shopping spots and leisure spots, and ensure clean, neat, comfortable and safe. Where there is a dense flow of people, can add smart logistics, smart shopping, smart transportation, smart banks and smart tour guide platforms. As for the setting of parking lot, the author holds a reservation opinion and prefers to use public transport to welcome tourists. Foshan has developed transportation, with high-speed rail, subway and urban rail in all directions, and public buses to the village. The setting of the parking lot is bound to destroy the original village pattern, and if possible, according to the point of

view of global tourism, open public bus routes. In addition, as tourists rely more on high-speed rail for travel, there are fewer tourists at long-distance bus stations and more vacancies, so we can cooperate with long-distance bus stations to create the up and down points for tourists.

5. Conclusion

Through questionnaire survey and on-the-spot visit, this paper points out the current situation of tourism supply of traditional villages in Foshan, and finds that it has some deficiencies in the aspects of original ecology, characteristics, difference, perfection and so on. To carry out supply-side reform is not only a policy requirement but also a way to solve the problem. Foshan should pay attention to the core needs of tourists and retain the "original ecology" of traditional villages and stick to their characteristics by properly dealing with the problems of protection and development, protection and innovation, and the departure and retention of the original residents. It should build a regional joint community, take the road of joint development, solve the serious problem of homogenization, take the road of industrial integration, improve the structure of tourism products, and promote the upgrading of traditional village tourism, improve the village infrastructure, enhance the satisfaction of tourists. Traditional villages are the destination of the Chinese people, holding the feelings of "pastoral seclusion". Tourism development should adhere to the concept of green ecological design and Foshan government need to pay attention to resource protection and achieve healthy and sustainable development.

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