

The Research on the Development of Rural Tourism under the Integration of Culture and Tourism

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Abstract: With the continuous development of China's economic power, tourism as a new industry has begun to grow rapidly. Many people have become accustomed to the fast-paced life in cities and have begun to lean towards rural tourism. Rural tourism has become one of the important ways to revitalize the countryside. More and more rural tourism industries use the integration of traditional culture and tourism to attract tourists and spread and inherit traditional culture. This article starts with the basic idea of cultural and tourism integration, analyzes the practical significance of cultural and tourism integration and the countermeasures for rural tourism development in the context of cultural and tourism integration, and gives some ideas from tourism environment, activities, and services.

1. Introduction

The establishment of the Ministry of Culture and Tourism has promoted the development of cultural and tourism integration and laid a solid foundation for building a cultural power. The arrival of the new era and the promulgation of various rural development and rural revitalization policies provide new opportunities for the development of the rural tourism industry. Opportunities, we must fully seize the opportunities, strengthen the in-depth integration of cultural tourism, promote the high-quality development of the rural tourism industry, better meet people's needs and aspirations, and achieve sustainable development [1].

2. Problems in the Development of Rural Tourism

Judging from the current development, the development of rural tourism in my country has shown a new trend. While achieving achievements, there are also some practical problems that need to be resolved. The existence of these problems makes it difficult for the development of rural tourism in my country to effectively improve its own quality and quality [2]. Quality has affected its attractiveness in the market.

2.1 Serious Homogeneity

Differentiation is the basis for developing rural tourism and a key factor in attracting tourists. From a practical point of view, a proactive and systematic tourism development must clarify the characteristics of rural tourism and be more attractive during various developments. Power and guiding value. With the steady development of rural tourism, local characteristics have not fully emerged in the development and construction process, and basically stayed on the previous development model, which means that the problem of homogeneity in development is more prominent. In the development process of rural tourism, buildings present a trend of urbanization. The over-development of characteristic rural buildings has greatly reduced their original attractiveness. Under this development mode, the attractiveness of rural tourism products is greatly reduced. For example, the common rural tourism project farmhouse has been difficult to adapt to the needs of current tourists [3]. The reason is to a large extent because the farmhouse has paid too much attention to primary products during the development process, which has not formed a very deep experience demand for tourists. Under the background of continuous innovation in tourism demand, its attractiveness will continue to decrease, and the problem of homogeneity will be very prominent [2]. If proper innovation is not carried out, the number of tourists it can attract will continue cut back.

2.2 Lack of Cultural Connotation

The advent of the era of cultural and tourism integration shows that in the development of tourism activities, it is necessary to recognize that the effective combination of culture and tourism needs to be strengthened in the development of rural tourism. This will play a more real and effective role, and only give rural tourism unique features. Cultural connotation, the attraction it brings will be more lasting. In reality, most rural tourism development lacks the injection of cultural connotations. Tourism is developed solely for profit, which can be attractive to tourists in the initial stage of development, and this attraction will continue to decrease over time [3]. The lack of cultural connotation prevents the characteristics and differences of rural tourism development sites from being brought into play, and the attraction to tourists is relatively small. The large-scale development of culture and tourism under the integration of culture and tourism shows that only in the era of rapid development, can we change the disadvantageous situation of rural tourism development by actively doing a good job in comprehensive exploration and innovation, and adopt a dynamic development model [4]. Carrying out comprehensive innovation management is also the focus of improvement and perfection in the development of domestic rural tourism, and it is also an effective way to optimize the management of various services.

3. The Idea of Cultural Integration

3.1 Theoretical Thoughts of Cultural and Travel Integration

Culture is the basis of tourism; tourism is the carrier of culture, and tourism itself is a cultural activity of people, so culture will be produced and created in the process of tourism. Tourism cannot be born out of culture. Tourism spreads and protects culture. It is vital for people to understand local culture, integrate into local customs, and understand local characteristics during tourism. Culture and tourism go hand in hand and develop together [4]. At present, Chinese traditional culture has received more and more attention from people, but there is a lack of ways and means in the process of cultural inheritance. Tourism activities are the source of traditional cultural inheritance. Both the originality and essence of tourism emphasize the close integration with culture. Tourism can not only produce and create culture, but also become an important carrier of cultural dissemination. The comprehensive nature of tourism is just suitable for a wide range of cultural forms.

3.2 The Actual Idea of Cultural and Tourism Integration

China's tourism industry has developed rapidly in recent years, but at the same time it is also facing the important task of upgrading and transformation. The integration of culture and tourism is a practical way to realize the development of tourism [5]. First of all, the cultural connotation and quality of tourism products are enhanced through the integration of cultural and tourism. The rich connotation can attract many tourists; secondly, rich cultural differences can also create a variety of tourism products. The resort has created its own characteristics [5]. On the other hand, it has also enhanced the types of tourism products and provided more market choices. Finally, the integration of culture and tourism has played a role in enhancing the overall strength of China's tourism industry. Promote competition and development in tourism.

4. The Meaning of Cultural and Tourism Integration

4.1 Create Tourism Characteristics and Enhance Tourism Attractiveness

With the continuous development of the tourism industry, tourists' demand for tourism is getting higher and higher. China's tourism industry is also in the stage of rising to the sky. To occupy an important position in the highly competitive market, it is necessary to create regionally different Tourism features and enhance tourism attractiveness [6]. There are great differences and individuality in the traditional culture of each region or nation. Innovating tourism in combination with culture is an important way to develop rural tourism. For example, Yunnan, Xinjiang and other ethnic

minorities rely on traditional cultural characteristics to develop the tourism industry and create unique tourism industries and tourism activities [5].

4.2 Inheriting and Protecting Local Traditional Culture

Tourism itself is a traditional cultural activity. Tourists can learn about local customs, national characteristics and national culture through tourism, and at the same time can understand and communicate with local culture. Therefore, tourism can protect and inherit local traditional culture. . The integration of culture and tourism has brought benefits to local residents. People understand the value of culture [2]. While enhancing their sense of pride, they will also attach importance to the protection and inheritance of local culture. In particular, traditional cultural customs attract more people from different places, which will promote the promotion and dissemination of traditional culture by the local government. At the same time, tourists are also a good way to spread traditional culture, which will make some traditional crafts and traditional cultures [3].

4.3 Helping the Transformation of the Tourism Industry

Faced with the current people's requirements for the development of the tourism industry, the tourism industry must improve the cultural taste and cultural connotation of funds accordingly, and in-depth create innovative tourism products with local characteristics, so as to achieve the role of attracting customers. For example, Shanghai Disney Park learned about the local culture of Shanghai when it was built. Shanghai cultural elements were added to the construction of many tourism products, which formed a difference from other Disney parks, which attracted a lot of customers. The tourism industry is not blindly copying and imitating [6]. In the development of tourism projects, it needs to be integrated with culture and set up original tourism products in order to realize the transformation and upgrading of the tourism industry.

5. Types of Integrated Development of Rural Tourism Industry under the Background of Cultural and Tourism Integration

5.1 Folk Culture Type

Folklore, as a form of cultural expression, has continuity and universality. The development of the times has made the countryside the most important place for inheriting traditional folklore. Under the background of cultural and tourism integration, the unique folklore culture is combined with the tourism industry to give play to folklore. The cultural atmosphere of the city allows passengers to experience a different cultural journey and enjoy the rural scenery. The countryside is a combination of life and ecology [7]. In the development of rural tourism, rural clothing, food, festivals, and etiquette can all be used as materials, and all of them can reflect the rural folk culture and become a booster for the development of rural tourism.

5.2 Leisure Culture Type

According to the unique products of the village, tourism products with organic green crops as the landscape can be developed. Generally, the design should be combined with elements of rural folk customs, clothing and diet, etc., and tourism products such as mountaineering and rafting can be developed [6]. On the basis of selling agricultural products, the farm is arranged as a small zoo to attract children's attention, and interactive experience projects are set up in the farm to increase the farm's visit ability and purchase ability [5].

5.3 Creative Cultural Type

Create creative rural tourism products based on the differentiation and individualization of tourists. Under the background of cultural and tourism integration, integrate creative cultural concepts and inspirations, design and develop products, aiming to improve the performance and value of tourism products and realize the development of rural tourism industry. Innovation and upgrading. For example, as an important attraction of rural tourism, rural agricultural products are based on agricultural products, combined with the concept of food safety and green gardens, to introduce the

growth process of crops into the tourism industry, attract tourists to visit, and realize the modernization of planting [7]. Improving the quality of agricultural products can also refine and brand agricultural products, thereby realizing the upgrade of rural tourism.

6. Countermeasures for the Development of Rural Tourism under the Integration of Culture and Tourism

6.1 Create a Good Rural Tourism Environment

The tourism environment is an important part of the development of tourism. The leisurely and stable natural environment in the countryside will bring people a stable body and mind. The slower pace and less stressful traditional life rhythm will take people away from the hustle and bustle of the city environment and relax slowly come down to get close to and understand nature. Creating a good rural tourism environment is a key strategy for the development of rural tourism. First, develop rich cultural heritage and cultural forms [8]. In creating a rural tourism environment, focus on the combination of rural tourism environment development and traditional culture, and constantly innovate tourism projects and products; in the development of rural tourism environment, the rural atmosphere is consistent with the theme traditional culture, and a strong rural tourism environment is created.

6.2 Develop Tourism Activities with Rural Culture

The development of tourism activities must be combined with traditional culture and characteristics in order to create unique tourism activities, create their uniqueness and differences, and realize the attraction of tourists. The countryside is a place where farming is the main traditional civilization. Therefore, when developing rural cultural tourism activities, it is necessary to integrate farming civilization. For example, you can develop tourism experience projects such as farmhouses, living in farmhouses, and doing farm work, so that visitors can experience rural farming in person [8]. Civilization; in addition, the countryside can also carry out tourism activities around the theme of “searching for childhood memories”, such as showing people some tourism activities such as hand-cranked spinning wheels and traditional waterwheels [6]. These traditional rural cultural tourism activities can fully reflect the rural characteristics and attract many tourists.

6.3 Provide Rural Tourism Reception Services

Tourism is a cultural exchange activity between people. Therefore, tourism reception services are the key to the tourism industry. It also shows the two-way interaction between residents and tourists in tourist destinations [8]. The best projects are in addition to a good tourism environment and interesting tourism activities. It also needs a comprehensive rural tourism reception service. For example, people in the countryside can wear traditional national costumes to receive tourists. Wearing traditional costumes will give tourists a way to enter the context of traditional culture, leading tourists to understand traditional folk customs and traditional customs, and experience the real rural life [8]. High-quality tourist reception services are the key means to realize rural tourism. People's sincere service can allow tourists to experience a strong rural culture.

7. Summary

Cultural integration is an important way for the development of rural tourism. The current tourism development practice has reached a stage where it is necessary to strengthen cultural integration. Based on the rapid development of the current tourism industry, tourism environment, tourism activities, and tourism reception services are important for rural tourism development.

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