

Research on the Development Path of Rural Tourism Industry from the Perspective of Global Tourism

Lijuan Fan ^{1,2}

¹ Fuzhou Vocational Technical College, Fuzhou, Jiangxi, 344000, China

² Liaoning Province Meteorological Information Center, Shenyang, Liaoning, 110166, China

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Abstract: At present, the social competition is getting more and more enthusiastic, and people's pressure is getting bigger and bigger. I hope to ease the pressure and relax the body and mind through tourism, and promote the development of the tourism industry to a certain extent. Through the analysis of the advantages of the global tourism era to the development of rural tourism, this paper explores the development path of rural tourism industry from the perspective of global tourism, and proposes a targeted strategy based on the existing problems, hoping to provide a useful reference for rural tourism development. .

1. Introduction

1.1 Optimize Tourism Resource Allocation

Under the background of rapid development, the market and villages have attracted the attention of tourists with their unique pastoral scenery, simple folk customs and the natural environment with less pollution. For urbanites who are living in a fast-paced life for a long time, the countryside has the leisure and freedom they want, and they can relax and relieve stress. Many villages have begun to embark on the road of developing local tourism resources. However, in the process of realizing economic growth, over-exploitation of rural resources has caused frequent destruction of rural humanities and geographical environment. This high investment and high The way of consumption seriously affects the long-term and healthy development of rural tourism. The emergence of the concept of global tourism has broken through the previous single dependence on tourist attractions. Through the integrated integration of scenic spots resources, related industries and public services in the region, it is easy to implement management and control, and make rural tourism services more refined and Systematization, and the gradual expansion of the rural tourism pattern has also promoted value sharing and stimulated the development of tourism across the whole region. According to the survey of rural tourism surveys in 2017 and 2018, the development of rural tourism is better, as shown in Table 1.

Table 1 National Rural Tourism Related Survey

	2017	2018
Receiving tourists	35 (10,000 people)	46 (10,000 people)
Long-term guest	26 (10,000 people)	35 (10,000 people)
Rural tourism income	2.7 (100 million yuan)	6.2 (100 million yuan)

Note: Data comes from the network

1.2 Conducive to Promoting the Transformation of Rural Industrial Structure

At present, the rural tourism industry has promoted the transformation of rural industries to a certain extent. Our common rural tourism tourism is mainly based on sightseeing tourism and farmhouse music, and the entertainment and experiential product services in rural tourism have certain characteristics. . The development concept of global tourism integrates various tourism elements into rural tourism, in order to comprehensively consider the traveler's itinerary, realize the diversification of tourism products and achieve the purpose of enriching the tourism experience. In

addition, the promotion of tourism throughout the country is a good way to maintain the ecological environment, which provides a certain amount of help for the construction of the village, and also brings certain convenience in transportation. At the same time, it also lays a good foundation for the research and development of local agricultural products. The foundation of experiential tourism products brings certain economic benefits to local farmers. Rural tourism maintains the local natural environment through effective cooperation between various government departments, and also introduces external funds and talents to the countryside. Comprehensive planning of local rural tourism and related industries in rural areas, perfecting the tourism industry to a certain extent, improving service quality, initially forming a tourism industry chain, laying a solid foundation for building local tourism brands, and achieving rural areas to a certain extent. The transformation of the tourism industry structure.

1.3 Good for Developing and Innovating Rural Products

Under the background of the current integration of tourism and industry in the whole region, the development of rural tourism has broken through industrial barriers and gradually formed tourism and industrial integration development in rural areas. This form of development has formed a new tourism situation in the present. Therefore, rural tourism is regarded as the development of industrial integration and can promote the development of the industry to a certain extent. It can be seen that the development of rural tourism under the global tourism vision has become the general trend of rural development. Optimize traditional farm tourism, farming activities, farmhouses and other tourism projects to diversify and personalize rural tourism. At the same time, we will continue to promote the upgrading and updating of tourism products, launching folklore cultural activities, folk crafts and other products, and innovating by highlighting the “village taste”. Taking the experience of farming activities as an example, visitors can truly experience the whole process of planting crops, “cultivating”, “cultivating”, “managing” and “receiving” crops, so that the simplicity of experiencing rural life can be reduced to a certain extent by urban industry. The problem of environmental degradation has further evoked tourists' yearning for green villages. Therefore, rural tourism should focus on creating green food, natural and environmentally friendly products, highlighting the simplicity of rural tourism and, to a certain extent, calling on everyone to love the environment. At the same time, it also promotes the integration and development of rural tourism clothing, food, housing, transportation and other industries, promotes the expansion of the local rural tourism industry chain, accelerates the development of rural whole bodies, and promotes the integration and development of rural tourism industry and rural related industries.

2. Problems in Rural Tourism from the Perspective of Global Tourism

2.1 Homogeneous Repetition is Common

Due to the limited investment in the rural tourism industry, the relevant government functional departments lack unified planning and effective guidance, and the local operators are pursuing immediate economic benefits, which leads to more serious rural tourism homogeneity. The operators of rural tourism blindly pursue economic benefits, relying on the existing low-level development of tourism at relevant levels, and have not carried out corresponding optimization, resulting in a large number of similar tourism products in the same provinces and cities. For example, many county and city villages in western Hunan rely on the Miao traditional villages, Miao folk culture and festival culture to develop rural tourism, giving tourists the same embodiment, without letting tourists experience the characteristics of rural tourism. The essential attribute of actual rural tourism should be to demand individuality and follow the “people without me, people with me, people, and others” to attract tourists. However, the homogenous and repeated tourism development, to a certain extent, increases the construction cost and reduces the competitiveness of the most important factors, and does not develop rural tourism well.

2.2 Low Level of Tourism Development

At present, the investment in rural tourism development is insufficient. Most rural tourism can only develop at a low level and low level. The tourism infrastructure cannot meet the needs of tourists. The width of the tourist road is insufficient in transportation, which affects the accessibility of tourism to a certain extent. The area of the field is small, which causes certain problems for the parking of tourists. It can't adapt to the development of self-driving tour; and the number of public toilets is small, the sanitation environment is poor, which brings bad experience to tourists; plus the poor dining and accommodation facilities. Management confusion, food hygiene, quality have certain defects; service management is not standardized, the quality of employees is uneven, and the experience of tourists is poor, which causes tourists to stay for a short period of time, and returning customers with less favorable conditions.

2.3 Rural Characteristics Are Not Prominent

Rural tourism is a tourism activity carried out in rural areas. The main source of rural tourism comes from urban consumers. The rural characteristics of rural tourism are important factors in attracting urban tourists. Because urban consumers are not well-researched on rural tourism, their understanding of the content is not deep. Most urban consumers are only staying in the village to eat farmhouse meals, live in farmhouses, farmer homes, and view the farmer's landscape. Urban consumption Those who failed to study the characteristics of local tourism resources in depth, did not understand the historical roots of folk customs, and did not organically combine tourism with local history, culture, art, folk customs, etc., resulting in a low level of rural tourism culture and no unique formation. Tourism style, creating non-replicable tourism products; tourism souvenirs design and development without characteristics, sales souvenirs sold everywhere, such as the same, according to local conditions combined with local resources to design unique tourist souvenirs; leading to rural tourism commercialization is serious, each village The most scenic spots are the sales points of tourist goods, more like the small commodity sales market, which does not reflect the rural characteristics.

2.4 Commercial Color is Strong

In the process of the development of rural tourism industry from the perspective of global tourism, the focus of rural tourism should be to highlight the characteristics of the countryside, attracting tourists with unique local resources such as landscapes, folk customs and food. However, the current strong commercial atmosphere of rural tourism will cover the original appearance of the village, and weaken the attraction of the village to urban tourists in a certain city. Nowadays, in many rural tourist areas, folk performances are carefully arranged by professional actors. The farmhouses are invited by professional chefs to prepare, the configuration of farmhouses is more modern than a city, and there are many small commodity stores. The development of the more prominent rural tourism economics has seriously weakened the rustic simplicity of the country than the commercialization of tourism.

3. Rural Tourism Development Strategy

3.1 Emphasis on Differences and Take the Path of Differentiated Development

The essential characteristics of rural tourism resources require differential development, fully satisfy the tourists' curiosity towards the countryside, and satisfy the tourists' requirements for rural tourism purposes, and provide tourists with different tourism experiences. To this end, rural tourism should be bigger and stronger, and tourism management or planning departments need to conduct in-depth research on rural tourism resources in this tourist area, and explore the unique tourism resources of different villages. Relevant government departments should plan rural tourism scientifically and rationally. Tourism can achieve a village, a product, a village, a landscape, avoid homogenous development, to a certain extent enhance the attractiveness of rural tourism. For example, some villages are mainly based on sightseeing agriculture, some villages are mainly

traditional houses, some villages are mainly folk activities, some villages are mainly specialty foods, and some villages are mainly for leisure and entertainment. The same is true for sightseeing agriculture. It also needs to develop differently and develop different kinds of sightseeing agriculture. Through the development of differentiation, each village has a unique value of tourism, to meet the different needs of different tourists, and to extend the stay of tourists in the local area.

3.2 Highlighting Rural Personality and Reducing Business

The local nature is an important selling point of rural tourism. One side of the water and the soil raises one person, the more individuality is the local, the more local is the more distinctive. What modern tourists are more interested in is true mountain water, true history, true life, and the pursuit of pure natural culture. Excessive commercial packaging will not only weaken the characteristics of the country, but also cause the similar development of rural tourism products. For example, the folk culture and folk songs and dances originally performed in the fields have their unique charms. Once they are put on the stage through commercial packaging, they lose their original charm. Rural tourism should create an atmosphere of “water green mountains and birds, flowers and flowers” to avoid the feeling of urbanization in the countryside, so that the city's tourists can feel the rural atmosphere and get a good relaxation.

3.3 Focus on Customer Experience

Rural tourism should allow tourists to experience the feeling of going back to the hustle and bustle of the city and returning to the mountains and forests. Use this to attract urban tourists to experience rural life in rural tourism. The development of rural tourism should focus on the experience of tourists on farmer life and rural folklore, and design a series of farming activities so that every tourism can participate in the farm life, mobilize their various sensory organs and obtain Enjoy the joy of body and mind and experience different pleasures. As shown in Figure2, tourists participate in farming activities to participate in fishing, participate in special festivals, participate in the production of farmhouse vegetables, etc., so that tourists can experience different life in rural tourism, and at the same time let visitors get an unforgettable experience.



Figure 1 Rural Tourism Customer Experience

With the development of social economy, people are increasingly advocating health and harmony between man and nature. Many ethnic traditional sports in rural areas have strong interest, and they are included as special items in rural tourism planning, so that tourists can exercise in leisure, exercise in experience, increase the interest of tourism, and at the same time, rural cultivation. The green vegetables and other agricultural products, with the addition of pure natural and no pesticides, ensure people's diet health at a certain level, in line with the city's pursuit of green, but also enhance the visitor experience.

3.4 Designing Souvenirs According to National Characteristics

China is a multi-ethnic country. Rural tourism should develop its national characteristics and lay a good foundation for rural tourism. It will use the products of ethnic characteristics to attract tourists from cities. It is also possible to make different souvenirs according to ethnic characteristics,

so that tourists in the city can see their own experiences in the life after the tour. At the same time, it also provides a certain development foundation for the spread of national culture. Tourist souvenirs with unique national characteristics have also made corresponding propaganda for rural tourism, laying a certain foundation for the development of rural tourism brands.

4. Conclusion

Rural tourism is an important part of tourism in the context of global tourism. In the same tourist area, the differential development path of rural tourism is the basis for ensuring sustained and stable development. At the same time, it is necessary to firmly grasp the essential characteristics of rural tourism, develop unique products with other forms of tourism, enrich resource types, highlight regional characteristics, and achieve a variety of different modes of collaboration, in order to truly increase farmers' income and realize rural areas. Tourism drives the development of the countryside.

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Research on the Coordinated Development of Beautiful Countryside and Rural Tourism from the Perspective of Global Tourism

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