

# Research on the Influence of Rural Tourism on Rural Economic Development

Yinping Song

Xi'an International University, Shaanxi, Xi'an, 710077

**Keywords:** Rural Tourism, Rural Economic Development, Influence Points

**Abstract:** In order to adapt to the growing spiritual and cultural needs of the people, rural tourism came into being. The continuous development of rural tourism has promoted the construction of rural infrastructure and promoted the further deepening of rural urbanization, but it also has some adverse effects on the rural natural environment. By studying the current forms of rural tourism development and its existing problems, corresponding solutions will be studied to correctly treat the impact of rural tourism on rural economic development.

## 1. Introduction

Nowadays, the mechanization of agriculture, the transfer of rural labor, and the increase of farmers' income are an important thing. The development of rural tourism can alleviate the employment pressure in rural areas, allowing farmers to achieve employment in the local area without going out to work. In the past few years, China's overall economic downturn. In particular, the shrinking of the construction industry has brought certain difficulties to the transfer of rural labor. The development of rural tourism can solve the problem of rural surplus labor. The development of rural tourism has increased the income of farmers and improved the standard of living. At the same time, the rural village committees also have a certain income, which provides certain financial support for the construction of a socialist modern countryside and promotes the improvement of village appearance. The improvement of village appearance can attract more tourists, provide a basic guarantee for the development of rural tourism, and also be the basic guarantee for the sustainable development of rural tourism.

The income of farmers is basically agriculture and animal husbandry. Now most rural areas do not have deep processing of grain. Developing rural tourism provides a new channel for farmers' economic income, and also reduces industry dependence. The development of rural tourism can pull the development of other industries, such as the development of service industries such as restaurants and hotels, can also stimulate the development of agriculture, thus developing rural tourism and realizing the diversified development of the rural economy.

## 2. The significance of rural tourism to the development of rural economy

The development of rural tourism industry has promoted the development of regional economy and contributed to China's economic development. Through the opening of tourism, we can promote the integration of rural resources, improve the rural industrial structure, and inject new vitality into the development of rural economy. Many rural areas in China are now out of poverty through the development of rural tourism, such as Jinggangshan, Changbai Mountain and Jiuzhaigou. Developing rural tourism can increase farmers' income, improve rural appearance, and promote the rapid development of rural economy.

At present, in the period of structural adjustment of China's agriculture, according to the needs of the market, according to the actual situation of the locality, it is necessary to plant some economic crops, which can increase the income of farmers, and the development of the tourism industry can stimulate the development of other industries. The development of rural tourism can stimulate the development of other industries, provide opportunities for agricultural transformation, increase the cultivation of economic crops, the development of tourism agriculture, promote the sustainable development of rural tourism, and enhance the sustainable development of agriculture.

To develop rural tourism to promote the development of other rural industries, it is necessary to maintain the rural village appearance and protect the ecological environment. The development of rural tourism is basically a mountainous area. It can be said that the nearby ecological environment is beautiful and beautiful. The environment of the village must be protected. Once it is destroyed, it will cost a lot to restore the original. Protecting the rural culture and the rural environment is a complicated process. Don't look at the needs at hand, but also conduct effective research for sustainable development.

### **3. Rural Tourism Development Model and Its Problems**

There are various types of geological types in China. Affected by the environment, different regions have different geological features, which have formed the differences in the natural environment and customs culture of various regions of China. Therefore, the degree of attention to rural tourism is also different. Through comparative analysis, we can find that the location factor in China is an important factor affecting the formation and development of rural tourism in various regions. According to the resource characteristics and activities of rural tourism in China, it can be divided into the following tourism modes.

Forest park mode. To develop rural tourism, we must pay special attention to the environment first. In general, the natural conditions are excellent, the environment is beautiful, the scenery is pleasant, the climate is suitable, the area is wide and the geographical location is good. It is suitable for the development of forest park model rural tourism, where people can stay away from the hustle and bustle of the city. Feel the nature. Folk culture model. As a new type of tourism mode, folk culture mode is mainly expressed in the form of literature and art, folk customs, cultural education and cultural monuments. A model that promotes the development of rural tourism by attracting residents of the town through the form of a folk culture village.

Sightseeing shopping farm model. Sightseeing and shopping farms means that farmers open their own vegetable gardens, tea gardens, orchards, gardens and other planting areas, so that tourists can enter the garden for fruit picking when the fruit is ripe, and they can experience the rural scenery in the countryside. Let visitors have confidence in the food in the farm.

Rent a farm model. The leased farmland model is a form of short-term lease. After the tourists pay a certain amount of compensation, the farmers will rent the fields to the tourists for a short period of time, so that the tourists can also experience the fun of the farming process and the joy of harvesting. This model takes experience as the main method and is quite different from the daily production and life of farmers. Therefore, the renters often use the holidays to go to the farmland, and the rights to use and manage the daily farmland are still owned by the farmers. Different from the general farmland production, all the agricultural products produced by the leased farmland will be handed over to the renter, that is, the tourists can stay for themselves to enjoy and share with friends. Of course, when the tourists obtain the agricultural products, they must give the farmers a certain Money as a reward. Casual farm mode. In recent years, leisure farms have gradually become a new way of relaxation. Here, people can relieve their stress through vacation, grazing, sightseeing, etc., where people can feel the most rustic country atmosphere. For example, in recent years, some meetings held in Taiwan have chosen to move to leisure farms.

The government's planning and guidance are insufficient. With the continuous growth and deepening of people's needs, the scale of rural tourism is also growing, and more and more problems are becoming more and more prominent. First, in the process of rural tourism development, the government lacks scientific and effective planning and guidance, which makes rural tourism lack clear development direction, unbalanced work distribution, and unreasonable planning. Second, rural tourism investment is large and harvest time is relatively high. Long, the current government's efforts often become the political achievements of the next government, so few relevant governments and their staff to invest limited funds, time and energy into the project, to make wedding dress for others, so rural tourism has been There is no clear direction for development.

The construction of basic sanitation facilities is not perfect. In terms of sanitation, infrastructure

such as food hygiene, accommodation hygiene and toilets are not perfect, and the villagers' health concept is relatively backward. In many rural tourist attractions, there are imperfect infrastructure facilities, insufficient publicity, poor service quality, and fewer new technology products. Therefore, there has been a "one-time tour" phenomenon, and a large number of tourists will not Go for a second purchase. In addition, due to imperfect transportation infrastructure, uneven roads and low traffic levels in rural areas, it is not possible to respond quickly to any emergencies, the safety of emergency systems is low, and the safety hazards in the tourism process are relatively high. .

Rural tourism development lacks corresponding professional talents. The direct impact of the lack of professional talents is the lack of service awareness of rural tourism and poor service quality. Food, accommodation, travel, tourism, shopping and entertainment are the six elements of tourism development. Rural tourism is to strive to develop into a comprehensive service industry centered on the six-in-one, with high requirements on service levels. In China, the main body of developing rural tourism is the peasant class who are born and raised. They have insufficient awareness of tourism services, no professional talents, and no professional skills training. These have directly affected the sustainable development of rural tourism. Important issues to solve.

#### **4. The impact of rural tourism on rural economic development**

Rural tourism can stimulate the development of other industries, accelerate agricultural transformation, and promote economic integration. Modern socialist new rural construction, agricultural transformation is the need of social development. As a product of the evolution of the emerging new socialist countryside, rural tourism has effectively promoted the integration of the economy in rural areas, promoted the transformation of the concept of farmers, broadened the way for farmers to become rich, and promoted the pace of agricultural transformation. Drive the development of the rural economy. Through the development of rural rural tourism, the peasants' vision has been opened up, the peasants' awareness of ideas and concepts has been further improved, the peasants' production and management concepts have been increased, and the renewal of old ideas has been changed. In the development of rural tourism, farmers have extensive contacts with the outside world, which has improved farmers' ability to express and communicate, and improved their comprehensive quality. According to the actual needs of the work, the village committee can also arrange some young people with knowledge to cultivate tourism professional knowledge, language knowledge, etiquette knowledge, etc., comprehensively improve the cultural cultivation of farmers, and reserve talents for the sustainable development of rural tourism.

The number of tourists has increased, and the amount of domestic garbage has increased. It has not been treated in time and is polluting the rural environment. To develop rural tourism, it is necessary to improve the traffic environment, especially in the absence of scientific planning, which will cause certain damage to the ecological environment. The development of rural tourism will affect the normal order of life in the local area. For example, the evening break will become late, affecting its normal rest, the vigorous development of the tourism industry, and the price increase in its tourist area will have a certain impact on the normal life of the residents. Therefore, it must be reasonable. Carry out rural tourism development planning. It has some adverse effects on the local social atmosphere. First, the tourism industry continues to develop, attracting a large number of migrants. While bringing advanced production methods and excellent culture, they also bring about the decadent ideas like money worship, which in some ways have affected the local folk customs. The excellent quality that makes you honest and honest is gradually disappearing. Second, the economic level of the towns and the conclusion villages are not balanced, which makes the villagers and urban residents somewhat different in dressing and consumption levels. It is easy for the simple villagers to feel psychologically inferior, which is not conducive to the health of the village to a certain extent. Social atmosphere formation and development. Third, women's innate communication skills and thoughtful personality play an important role in promoting tourism development. However, under the influence of the bad atmosphere of money worship, some people may embark on the path of illegal crimes, and to a certain extent, they will breed yellow gambling drugs, which will affect family harmony and social stability.

## 5. Conclusion

Vigorously developing sustainable rural tourism plays an important role in promoting the development of the rural economy. In addition, it can further promote the diversification of agriculture while ensuring the basic interests of farmers. There are still many shortcomings and problems in the development of rural tourism in China. The fundamental reason lies in the irrational management of personnel and capital planning. In the future development process, the government needs to increase the intensity of infrastructure construction, cultivate the technical capabilities of employees and improve their Work level.

## References

- [1] Zhang Qun, Sun Junming, Tang Yuejun, et al. Research on Ecological Compensation of Community in Pudacuo National Park [J]. Forestry Economic Issues, 2012, 32(4): 301-307, 332.
- [2] Sun Jiuxia, Bao Jigang. From Loss to Prominence: Research on Community Participation in Tourism Development [J]. Journal of Tourism, 2006, 21(7): 63-68.
- [3] Long Yao, Li Xueyan. Research on the Influence of Nature Reserves on Residents and Countermeasures [J]. Journal of Wuhan University of Technology, 2014, 27(06): 1065-1070, 1086.
- [4] Sun Xiao, et al. Research on Rural Tourism Development in Low-Hubei City [J]. Anhui Agricultural Sciences, 2015(24).
- [5] Zhao Yan, et al. Analysis of rural tourism and the development of rural economy [J]. Real Estate Guide, 2015 (32).