

Development Path of All-For-One Rural Tourism in China

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Abstract: Upgrading of industrial structure plays an active role in promoting the economic development in rural areas. However, there are many things standing in the way of China's rural tourism industry. Many families run simple businesses on their own, which is difficult to have further development and integrate the overall advantages of rural tourism to fully tap the potential of rural tourism. Against this backdrop, the concept of all-for-one tourism has been proposed in China, pointing out the way for the development of rural tourism. To this end, this paper analyzes the relationship between rural tourism and all-for-one tourism, the necessity of the all-for-one tourism and the overall development idea, and puts forward the existing problems and the development path of the all-for-one tourism.

At the 2017 national work conference of the tourism industry, the National Tourism Administration proposed a new direction for the development of the tourism industry to shift from scenic spots to all-for-one tourism and design the pilot program for this new type of tourism. Rural areas have rich tourism resources. As an important part of the tourism industry, rural tourism has delivered great momentum to the touring industry, which has drawn more and more attention from all parties. Under the new situation, all-for-one tourism has become an important guide for the further development of rural tourism, and the trend this industry will be chasing after. It is of great significance for the all-for-one tourism to seek its development path.

1. Necessity of all-for-one rural tourism

To promote the development of rural economy and accelerate the upgrading of rural industrial structure, China has provided many preferential policies for rural tourism. Regions across the country actively respond to national policies to boost their economy and take rural tourism as the key in the adjustment of industrial structure, which has grown into an important industry for regional economic growth. Rural tourism is of intense competition. In a market economy, brand and image are intangible assets. In the tourism industry, tourists pay more attention to the brand and characteristics of tourism, and hence it is increasingly important for rural tourism to establish its own brand^[2].

The important factor that the rural tourism can attract many tourists is the natural ecological environment and its original ecological environment is also the core factor that propels formation of the tourism market. The ecological environment is not independent but mutually influenced. In a certain region, the rural ecological environment forms a comprehensive ecosystem. If the ecosystem is exposed to damage, it will bring negative impact on the overall rural tourism and thus on the rural tourism industry. The possible result is that unique advantages may be separated from rural tourism resources or cease to exist.

Recent years have witnessed the swift progress of rural tourism, which also drives the development of related industries, such as agricultural and sideline product processing, construction of tourism infrastructure, and production of tourism products. Considering the development of rural tourism boosting the local economy, many places regard it as an important industry to promote the adjustment of industrial structure^[3]. However, there are quite a few problems in rural tourism. Much dispersion of relevant industrial operations makes it difficult to bring them together, so that the comprehensive advantages of structural integration cannot be brought into play.

2. Overall Thought of All-for-One Tourism

The government should do a good job in macro-management, give full play to its role in political, economic and cultural fields, actively support and guide the development of rural tourism as well as make a good plan for all-for-one tourism. To boost the rural tourism needs a sound environment for its growth and reasonable macro-control with removal of barriers between government departments at all levels. We should actively transform government functions, exert reasonable regulation to enterprises associated with rural tourism on the basis of service-oriented government, and explore the system that is conducive to tourism management.

Preparing uniform standards for the threshold of rural tourism is essential. An open rural tourism market system should be established, rural tourism resources should be jointly developed, and a regional integrated market system should be maintained so that big tourism and big market could be realized. To reverse pure competition between traditional villages, close ties and a seamless tourism service system should be established to achieve the seamless connection between rural tourist attractions and scenic spots. In this way, more tourists will be attracted to get more income in this regard.

Build a network information platform

We are living in an era of information. Since rural tourism is inseparable from information technology, the all-for-one tourism requires more convenient information construction and exchange, so as to share information resources. Construction of the network information platform will be beneficial to regional integration and obtaining barrier-free development, including information, system or traffic, so as to realize information exchange and management and change information asymmetry. The integration of network resources can also enhance government affairs more open and transparent, reduce the contradictions in rural resources integration and promote the development of the all-for-one tourism.

3. Development path for all-for-one tourism

The soul of rural tourism is rural culture, which is a part of China's culture. The content of rural culture is highly extensive. Some unique rural culture has become an important cultural heritage of China and a highlight for soliciting visitors, such as unique living customs, folk craft and architecture. Some rural areas lack of deep understanding of rural culture and fail to fully explore rural culture. In the final analysis, they only have a dim knowledge of rural tourism. To maximize interests, they expand and develop blindly and carry out urbanization or upgrading. Even to meet the needs of tourists and economic development, they have changed the inherent characteristics of rural culture to be deprived of the cultural connotation, which is not conducive to the sustainable development of rural tourism.

Tourism involves quite a few industries, so it can drive the development of relevant industries in a region. Rural tourism is no exception. Departments related to rural tourism are highly correlated, but there is a lack of overall planning between departments, which are incapable of fully integrating rural tourism resources and give full play to their overall advantages, thus hindering the development of the all-for-one tourism, emphasizing the participation of all people who share the fruits of economic development. However, in many regions, local governments are overly market-oriented. They bring in foreign investment to pursue interests to make community residents in a disadvantage position, whose aspiration cannot be expressed in a proper manner. This phenomenon is easy to trigger social contradictions and impose adverse impact on the harmonious construction of the all-for-one tourism.

With the rise of rural tourism, many rural areas have performed simple intimation or replication without their own cultural characteristics, ending up with wastage of resources. There are several types of rural tourism in China, such as vocational rural tourism, rural tourism represented by ancient towns or folk customs, rural tourism in the form of agritainment or experience of rural life. The phenomenon of the same type and homogenization is becoming more and more serious, providing the same products, entertainment and facilities. Without innovation, rural tourism lacks

regional differences. Therefore, it is difficult to form features, let alone to maintain competitiveness in the fierce competition.

We should fully explore the connotation of rural culture, encourage all people to participate in, and improve the quality of rural tourism. To meet the needs of rural tourism, many areas have changed their original appearance, aggressively highlighting commercialization. The traditional rural culture and its beauty gradually wither away, thus losing the value of rural tourism. To reverse this trend, we should combine the construction of new rural areas with beautiful villages, and attach importance to the protection and inheritance of traditional rural culture. To maintain the original rural authenticity, the original ecological environment and folk culture should be retained while engaging in arrangement to avoid massive demolition and construction. Construction can be made based on maintenance of the original appearance. Since the fact of inevitable commercial atmosphere, we should pay attention to commercial and agricultural coordination, tap farming culture, and turn agriculture into valuable commerce. In rural tourism, we should actively spread folk culture, set up reasonable entertainment activities, and combine folk custom, agriculture and cultural creativity. Under the guidance of all-for-one tourism, regional residents should be motivated to get involved in, change the mode of traditional family or individual operation, establish unified standards, conduct unified publicity and training, and jointly expand the scale of rural tourism in an attempt to improve the industrial chain of rural tourism.

All-for-one tourism has become a new trend. To realize such tourism, it is necessary to actively break through regional restrictions and prepare a tourism resource planning. Rural tourism is not limited to fixed scenic spots. Industrial resources, rural appearance and lifestyle are important tourism resources. It is necessary to carry out comprehensive and scientific planning after accurate positioning, and improve infrastructure. The goal of these efforts is to realize all-for-one tourism. The all-for-one tourism puts more emphasis on the rationality of layout, transforms rural areas into a place where people find attractive and enchanting, highlighting the in-depth experience of tourism. It is a shared and open development concept, which requires the coordination and cooperation of relevant departments to strike a good balance between cultural inheritance and construction planning. While planning the all-for-one tourism, it should be fully feasible to do a good job in the planning of residents' life, transportation, tourism resources and commercial areas, continue the traditional features of rural tourism, and combine the characteristics of agriculture and tourism. Last but not least, rural ecology must be under protection.

The all-for-one tourism values the uniqueness of tourism culture. So it is essential to establish a brand and image and be more competitive to attract visitors. Rural tourism should be planned in such a way that could avoid homogenization, formalization and standardization, maintain unique advantages, do not change the original landscape and labor scenes at will, and make full use of idle resources for transformation, attract tourists with good creativity to form the advantages of one region and one feature. In the process of brand building, rural resources should be fully integrated to lay the foundation for marketing. In the information age, we can make full use of new media to publicize the cultural connotation of rural tourism and focus on the promotion of tourism features. Positioning should be made subject to regional advantages and characteristics of tourism, while seeking for accurate target market, adapting to local conditions and actively developing featured tourism products. In brand building, we should improve the enthusiasm of residents to create an atmosphere of "all participation" and realize an authentic all-for-one tourism.

In conclusion, rural tourism is an important part of China's tourism industry, attracting more and more tourists, which is conducive to increasing farmers' income and promoting economic development. Currently, rural tourism is facing common problems, such as lack of rural culture and complete planning, as well as acute homogeneity and stereotype, constituting a big obstacle for rural tourism. All-for-one tourism provides a new direction for the development of rural tourism. In this context, it is essential to develop the all-for-one tourism, plan rural tourism regions in a reasonable manner and make rural tourism more competitive and sustainable.

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