

Research on improving the quality and rural tourism efficiency in Ningxia under the new situation

Shuo Wang^{1,*}

¹Department of Business Management, Shizuishan Polytechnic of Industry and Trade, Shizuishan, 753000, Ningxia, China

*Corresponding author: 529075299@qq.com

Keywords: Ecological protection, Rural tourism, Improve quality, and Improve efficiency

Abstract: Under the guidance of the rural revitalization strategy and the policy support of the "13th Five-Year Plan" focusing on the development of leisure agriculture and new forms of rural tourism, China's rural tourism has developed vigorously. With the proposed strategy of ecological protection and high-quality development in the Yellow River Basin, Ningxia as an important ecological barrier in the upper reaches of the Yellow River, the improvement of rural tourism quality and efficiency ushered in a new opportunity. Starting from the strategic background of ecological protection and high-quality development in the Yellow River Basin, this paper, based on the existing relevant studies, take Ningxia as an example, relying on the rural tourism ecological resource endowment and the current situation of rural tourism development, carries out theoretical research and application exploration on the new path of rural tourism development in Ningxia under the strategic background. This study can provide theoretical reference and guidance for the quality and efficiency of rural tourism development and the formulation of related policies.

1. Introduction

In recent years, with the continuous growth of mass tourism demand, more and more people began to love the new form of leisure tourism rural tourism. Rural tourism has not only enriched the tourism choices of urban residents, but also promoted the development of rural economy and injected fresh vitality into rural development. Under the guidance of the rural revitalization strategy and the policy support of the "13th Five-Year Plan" focusing on the development of leisure agriculture and new forms of rural tourism, rural tourism has developed rapidly, and the number of participants in rural tourism and rural tourism business income have shown a good momentum of sustained growth. The booming rural tourism (RT) has broadened ways for rural revitalization and poverty alleviation strategy in China [1]. With the support of national policies, the development of rural tourism still has room for further improvement.

The Yellow River Basin is an important ecological protection barrier in China, and has a very important strategic position in the high-quality development of ecological environment in China. The sixth meeting of the Financial and Economic Commission of the CPC Central Committee identified the ecological protection and high-quality development of the Yellow River Basin as a major national strategy at the beginning of year in 2020. Located in the upper reaches of the Yellow

River, Ningxia is an important ecological barrier in northwest China. Ningxia is rich in rural tourism resources. The beautiful environment, natural scenery and folk customs of the countryside have a strong attraction to the urban residents. Under the overall deployment of rural tourism development of "one core, four zones and multiple areas", at present, rural tourism has become a new highlight of leisure tourism in Ningxia and a new way for farmers to get rid of poverty and become rich.

Under the background of ecological protection and high-quality development strategy in the Yellow River Basin, improving the quality and efficiency of rural tourism in Ningxia has ushered in new opportunities.

However, the development of rural tourism in Ningxia is currently faced a variety of problems, such as: uneven service and management level, low degree of tourism product development, serious homogenization, insufficient community participation, weak marketing power, and incomplete information network. Under the environment of sustainable development, the development of rural tourism has shifted from the pursuit of single economic interests to the all-round optimization and coordinated development of rural environment, rural governance and rural society. Therefore, to improve the quality and efficiency of rural tourism is to realize the all-round development of rural economy, society, culture, ecology and politics.

2. The main problems of rural tourism in Ningxia

2.1 The infrastructure is not perfect

At present, the Ningxia rural tourism development is still in the preliminary stage. Although local government has been invested money for rural environmental renovation in recent years, related tourism facilities still lack of overall planning and management. For example, the area of countryside generally lack of many tourism facilities include basic tourist center, standard the parking lots, clean tourist toilet, necessary medical center and medical facilities, intelligent identification system and others. The imperfect infrastructure has a negative effects on the accessibility of tourists and their experience feeling and satisfaction.

2.2 Tourism products is single

Most of the rural tourism products in Ningxia are developed by the villagers themselves. The products are generally concentrated in the shallow-level of "food, accommodation and transportation", and lack of deep-level experiential products such as "travel, shopping and entertainment"[2]. Due to be short of unified planning and management and that no professional talent is involved in the design, tourism products appear serious homogenization phenomenon. The single tourism products without personalization and characteristic cannot bring high-quality tourism experience for tourists.

2.3 The quality of the service is relatively low

The service personal of rural tourism in Ningxia are mainly composed of local villagers. Limited by their cultural level, villagers have weak service awareness, insufficient service skills and low comprehensive quality when providing tourism services, which results in low service quality. Therefore, it cannot provide tourists with standardized, quality and humanized services, and cannot meet the relatively high service needs of tourists.

2.4 There is a shortage of professional talents in rural tourism

The development of rural tourism cannot be separated from the support of various professional talents, including tourism planners, tour guides, hotel managers and so on[3]. However, the serious shortage of professional talents in rural tourism in Ningxia has restricted the development of rural tourism. At present, the practitioners of rural tourism in Ningxia are mainly composed of local villagers, who have not received systematic training and lacked relevant professional knowledge. However, people who really understand tourism mostly choose urban work. They don't know the basic situation of the rural areas so that they cannot effectively guide the development of rural tourism.

2.5 Shortage of funds, single channel

The development of rural tourism needs sufficient funds to guarantee it. Investment in rural tourism needs not only perfect infrastructure construction, but also needs external publicity and promotion [4]. At present, the capital source of rural tourism development in Ningxia is few, and the main body of capital investment is the government. However, relying on government investment alone is far from meeting the needs of rural tourism development. Due to the lack of funds and awareness, the development of rural tourism has a great blindness, only considering the present and regardless of the long-term, thus hindering the long-term development of rural tourism.

3. The way to improve the quality and efficiency of rural tourism in Ningxia

3.1 Make reasonable use of natural capital and vigorously cultivate rural tourism industry

The development of rural tourism relies on traditional rural resources. Compared with urban areas, natural scenery, farming activities and traditional folk customs in rural areas are very precious resources. To improve the quality and efficiency of rural tourism, it is necessary to strengthen the efficient use of natural resources. On the basis of rational use of natural capital, vigorously develop and cultivate rural tourism industry to form a characteristic rural tourism industry chain. Specific from the following aspects.

First of all, strengthen the construction of tourism public service system. We will improve the construction of tourism infrastructure and rationally plan and develop rural tourism resources. What's more, constantly improve the rural comprehensive service capacity through clothing, food, housing, transportation, tourism, shopping, entertainment and other aspects. On the basis of fully measuring the rural resource endowment, investigating the tourism market demand and considering the rural development prospects, the rural tourism resources should be scientifically and reasonably planned, and the elements of health care, research and leisure should be integrated in various aspects to cultivate diversified rural tourism forms. From another perspective, vigorously increase investment in technology and finance. There is utilized science and technology to improve the deficiency of rural tourism development and realize the "Internet + tourism" model. Besides, it is necessary to formulate and improve the relevant industry rules and regulations. Eventually, through field visits, relevant departments formulate relevant policies and regulations according to local conditions, so as to further standardize the development of rural tourism industry and provide institutional guarantee for the efficiency of rural tourism system.

3.2 Pay attention to the accumulation of human capital, give full play to the role of rural talents

In the early stage of rural tourism development, most operators are local farmers, and the threshold of employment is low. Farmers from the original traditional single livelihood mode to the diversified part-time livelihood mode is excessive, the material capital base is weak, the accumulation of human capital is insufficient. Therefore, it is necessary to improve the quality of rural tourism practitioners in all aspects and give full play to the role of rural tourism talents. First of all, schools should strengthen the training of rural tourism professionals. Universities and vocational colleges should incorporate the cultivation of rural tourism talents into the talent training plan, and set up a planned and targeted talent training plan according to the development status of rural tourism industry and the learning situation of Ningxia to train professional rural tourism talents. Secondly, the government should pay attention to the introduction of talents. Through the introduction of relevant welfare policies to attract outstanding talents to join the development and construction of rural tourism. It focuses on solving the problems of poor service awareness and insufficient service ability of some rural tourism under the guidance of professional talents [5], so as to form a new style of rural tourism. Secondly, the scenic area should pay attention to improving the overall quality of relevant staff. It is guiding and educating rural tourism practitioners through out training, expert lectures, skills competition, network learning and so on, which can make them establish a good sense of service, and constantly enhance their business ability and service level. So as to boost the satisfaction of tourists, increase the quality and efficiency of rural tourism from the superstructure.

3.3 Comprehensively enhance social capital and accelerate the establishment of a mechanism for linking interests

Social capital is of great significance in the process of comprehensively promoting rural revitalization in China, and it needs to be guaranteed through the strong support of the government and the effective support of policies. It is necessary to explore and establish a more effective and long-term interest linkage mechanism to ensure that villagers continue to benefit. In the development of rural tourism, farmers are both undertakers and beneficiaries. We should fully mobilize the enthusiasm of farmers to participate in rural tourism, guide them to actively play the sense of ownership, and make suggestions for the development of rural tourism in their hometown. At the same time, in order to ensure the healthy and orderly development of rural tourism, it is necessary to build a mechanism of interest linkage. On the one hand, the government, village committees, tourist attractions, farmers and other stakeholders should participate together to achieve win-win cooperation. Hence, the social value of rural tourism can be improved, and the sustainable development of rural tourism can be promoted. On the other hand, the future development of rural tourism should focus on innovation. We will adhere to the principle of giving priority to ecology and putting people first while taking into account economic benefits and ecological civilization. At the same time, we also will plan and design more tourism products with a sense of experience and leisure through cross-border integration relying on local natural resources such as mountains, rivers, rural trees, lakes and vegetation.

Starting from various aspects of food, accommodation, travel, shopping and entertainment, we should take tourists' experience into consideration, design and develop rural leisure vacation oil products that are truly different from traditional sightseeing tourism, and create a new direction of rural tourism that integrates the development of "agriculture, health and tourism". At the same time, the construction of ecological civilization is the inevitable choice for the new urbanization strategy [6], rural tourism should also pay attention to excavating local characteristics and history and

culture, and develop diversified, personalized and branded tourism products according to local conditions to attract a wider audience of tourists.

3.4 Improve material capital and attach great importance to infrastructure construction

In the context of ecological protection and high-quality development strategy in the Yellow River Basin, the national level insists on the development of rural tourism as an important starting point to implement the rural revitalization strategy, makes full efforts in the construction of rural tourism infrastructure, actively promotes the quality and upgrading of rural tourism, and promotes the better development of rural tourism industry. The construction and improvement of infrastructure is essential in the upgrading and optimization of rural tourism, and the backward development of infrastructure is also one of the main factors restricting the development of rural tourism at present. Therefore, it is urgent to strengthen infrastructure construction to improve the quality and efficiency of rural tourism. The construction of rural tourism infrastructure needs a large amount of capital injection, and it is urgent to improve the material capital and attach great importance to the construction of facilities. The construction of rural tourism infrastructure needs the joint efforts of government, society, enterprises and farmers. Through the transformation and optimization of rural roads, water and electricity, communication networks and so on, we will improve rural infrastructure. At the same time, beautify the rural environment, improve the rural air quality, and create a good space environment for tourists and villagers. At the same time, it also provides hardware support and necessary guarantee for the optimization and upgrading of rural tourism.

3.5 Strengthen the guidance of financial capital, and constantly expand the channels of fund integration.

The development of rural tourism depends not only on local natural resources, but also on the support of financial capital. At present, rural tourism operators in Ningxia are mostly self-operated by local villagers, with low material capital input, single source, and relatively low tourism investment income. The reasons are mainly due to the asymmetric information of the operators of rural tourism enterprises and the difficulty of villagers' guarantee and mortgage. In response to the current predicament, in addition to the policy investment of financial funds, but also need more social funds. By increasing credit and expanding financing channels, we will provide financial support for the optimization, upgrading and revitalization of rural tourism and the modernization of agriculture and rural areas. Specifically, the government should encourage financial institutions to innovate a variety of credit models through macro-control to ensure the supply of funds for rural tourism construction and development. Rural small and medium-sized tourism enterprises should continue to expand financing channels, strengthen cooperation with social welfarei organizations, and actively seek for material capital injection channels. Local villagers should also actively change the positive growth mode, and realize the transition from a single “traditional agricultural” livelihood mode to a diversified “tourism and part-time” livelihood mode.

4. Conclusions

To sum up, the development of rural tourism under the background of ecological protection and high-quality development strategy in the Yellow River Basin is a complex work. This work requires the participation and cooperation of all parties. Ningxia must adhere to the road of characteristic rural tourism development, strive to build the characteristic brand of rural tourism, expand the types of rural tourism products, accelerate the speed of talent training, ensure that the development of

rural tourism early to see practical results[7].

The strategy of ecological protection and high-quality development in the Yellow River Basin has not been put forward for a long time, and there are still few relevant studies on the path of improving the quality and efficiency of the basin industry, while the studies on improving the quality and efficiency of rural tourism are only involved from the supply side. Future research on rural tourism development should rely on the support of national strategy, combine social practice in an all-round way, and conduct analysis and research from multiple perspectives. It provides new exploration and practice value for improving the quality and efficiency of rural tourism.

References

- [1] Tao Li, Jiaming Liu, He Zhu, Shuying Zhang. *Business characteristics and efficiency of rural tourism enterprises: an empirical study from China* [J]. *Asia Pacific Journal of Tourism Research*, 2018(23):1-11.
- [2] Lei Wang, Wenjing Chen, Jiajing Chen. *Study on high-quality development path of rural tourism in Ningxia* [J]. *Tourism Overview*, 2023(3):94-96.
- [3] Zeyong Dai. *Research on the development status and strategy of rural tourism in Guizhou Province under the background of rural revitalization*, 2023(06):30-32.
- [4] Fengping Zheng, Tiantian Wang, Xin Sun, Zirong Liu. *Investigation and research on Present Situation of rural Tourism Development in Heilongjiang Province*. *Vocationam technology*, 2018, 17(1):106-108.
- [5] Jing Dong, Yanfei Mao, Liang Zhang. *Research on the optimization and upgrading of rural tourism industry from the perspective of rural revitalization strategy* [J]. *Agricultural classics Ji*, 2018(9):50-52.
- [6] Mu Lan, L Fang. *Study on the Mechanism and Strategy for Improving the Quality of Regional Urbanization under the Perspective of Water Ecological Civilization* [J]. *Ecological Economy*, 2016(4):32.
- [7] Bin Wang. *Current situation and transformation path of rural tourism in Qingshui County under the background of rural revitalization* [J]. *Southern agriculture*. 2023, 17(10)189-191.