

# Research on the Development Path of Rural Tourism Industry under the Background of Rural Revitalization

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**ABSTRACT.** Rural revitalization strategy conforms to the historical development trend for rural tourism development, which is a major measure to improve rural people's lives. As an important means to implement the rural revitalization strategy, the rational development and utilization of rural tourism resources has become the focus of local government work. With the continuous warming of rural tourism, rural tourism policies will inevitably reveal various shortcomings and deficiencies in supporting the development of rural tourism. Rural tourism is based on the vast rural environment as a tourism platform, relying on the relatively easy production and living forms, natural resources and environment, farming culture and folk customs in rural areas compared with cities. As a product of the integration of tourism service industry and traditional agriculture, rural tourism has a positive impact on rural development in many aspects. From the perspective of rural tourism, this paper expounds its multiple roles in Rural Revitalization Strategy, and points out that rural tourism is an important platform for accurate docking of agricultural multi-functional value and tourist experience demand.

**KEYWORDS:** Rural revitalization strategy, Rural tourism, Fusion development

## 1. Introduction

The rural tourism industry is an important starting point for improving the living conditions of farmers, improving the economic development level of rural areas, and building beautiful villages. To achieve sustainable development of the rural tourism industry, it is necessary to formulate a set of perfect and feasible legal guarantee mechanisms [1]. The whole people are keen on the coming of the tourism era, making tourism gradually become a way of life and economic and social activities. The rural tourism with themes of eco-tourism, experiential tourism and folk-custom tourism is getting more and more popular among our people. Rural areas are rich in historical and cultural content, and the natural resources in rural areas are unique and diverse, with local characteristics and attractiveness. Through the promotion of strategies like rural revitalization, the development direction and path of rural tourism culture have a new and better development opportunity [2]. Rejuvenating the rural economy with the help of the rural tourism industry not only has certain feasibility, but also has high operability. In the information age, mobile Internet and big data have profoundly changed people's lifestyles and the operation mode of tourism [3]. Today, with the rapid economic development, rural tourism has been developing rapidly. In exploring the development process of rural tourism, not only the local economy has been improved and improved, but also has different levels and different levels of guidance for the development of rural tourism in a region [4].

Rural tourism is one of the main forms of tourism development in my country. Rural tourism in my country started later than abroad, but the overall development momentum is rapid. Rural tourism is based on the vast rural environment as a tourism platform, relying on the relatively relaxed production and living forms, natural resource environment, farming culture and folk customs of the rural areas relative to the city [5]. In the fierce market competition, the overall output growth rate is not optimistic. The large-scale integration of online and offline, big data management methods, Internet marketing model and personalized service integration, ushered in a new wave of smart construction for the tourism industry [6]. How to improve the legal guarantee mechanism, promote the long-term development of the rural tourism industry, and lead and promote the economic construction in rural areas is currently a subject that our government and relevant departments in all regions need to think about and solve [7]. This article focuses on explaining its multiple roles in rural revitalization strategies from the perspective of rural tourism, pointing out that rural tourism is an important platform to achieve the precise docking of agricultural multi-functional value and diversification of tourist experience needs, and has more basic requirements than rural revitalization strategies. Good coupling is an important way to realize the strategy of rural revitalization.

## 2. Problems in the Development of Rural Tourism

## **2.1 Serious Homogenization**

China has a vast territory, covering millions of square kilometers, with various regional cultures. Although the development of rural tourism is to create better brand awareness, which will bring better economic benefits and give feedback to rural people for a better life. The most important thing in rural tourism development is to reflect the characteristics of local villages, but the development and construction of many ancient towns and streets are caught in the homogenization competition without characteristics and distinctive brands. As a tourism cultural resource, rural landscape is not only extremely scarce, but also very fragile. In the era of mass tourism, rural tourism gained absolute advantages in development and competition, but it also fell into the stereotype of homogenization. The concept of tourism driving the development of rural economy has been put forward for a short time. Some local governments and rural residents have different understandings of the new concept and its functions, and over-emphasize the short-term benefits of tourism industry. In order to meet the needs of developers for rural construction land, farmers' homesteads often become the object of land transfer. Through the merger and demolition, although more rural construction land has been transferred, the space on which local culture depends for survival no longer exists [8]. The lifestyle of tourism is increasingly respected by residents, and the public's love for rural tourism is also showing a new normal. In the tourism development, the protection of residential buildings and the maintenance of natural ecology and historical and cultural atmosphere must be placed at the top of the list. The culture produced under certain environmental conditions will react to the original environment, make it change, create a new environment, and further differentiate the culture.

## **2.2 Over Commercialization**

Rural culture is the most distinctive brand image for the development of rural tourism, but under the strong momentum of commercial operation, the inheritance and protection of the original ecological rural culture have been challenged. The rapid development of the rural tourism industry has a positive effect on the development of the rural tourism market, raising the income of villagers, and getting rid of poverty. However, in reality, there are problems such as reasonable planning and lack of supervision. Some local governments ignored the regional characteristics, blindly developed rural tourism resources, invested a lot of money to design commercialized and urbanized scenic spots, and excessively pursued the "perfection" of the tourist landscape, resulting in the lack of rural characteristics. Local governments can introduce preferential policies in the development of rural landscape tourism, attract powerful tourism development enterprises to participate in the development of rural landscape tourism, and take the form of cooperative development with village collectives. To ensure sustainable development of rural tourism, operators must rely on cultural heritage to build a complete tourism industry chain and break through the bottleneck of ticket economy. Under the new normal, the rural tourism industry will integrate online and offline resources and activities, make full use of big data analysis tools, and provide more intelligent rural tourism to the public. Rural landscape tourism development is different from general rural tourism [9]. The protection of rural landscapes is not only a matter of architecture and architectural style. In the development, we must pay attention to the protection of ancient buildings and the maintenance of natural and humanistic environments, and we must also create tourism cultural brands through cultural creativity.

## **3. Countermeasures for Sustainable Development of Rural Tourism Industry**

Driven by the strategy of rural revitalization, we can make use of more advanced scientific technology and cultural concepts to make some products with tourism cultural value-added that are related to local characteristics of tourism culture. In the development of rural tourism, not only can we not ignore the basic position of agricultural production, but also need to further consolidate and strengthen the agricultural industry. Rural tourism enterprises should change management methods and concepts, improve the level of intelligent management, and regularly train rural tourism practitioners. At the same time, make full use of the smart tourism platform to promote local rural tourism products, interact with tourists through multimedia, attract the attention of tourists, and jointly promote the intelligent development of rural tourism services [10]. Against the background of ever-increasing diversification of tourists' needs and intense competition in tourist destinations, rural tourism needs to be supported by a strong culture and diversified products in addition to food and snacks. As a pillar industry of rural economy, agriculture should play its diversified characteristics, form a composite industry of agriculture and tourism, improve the economic benefits of agricultural production, and realize the diversified utilization of agricultural resources. Relying solely on the economic benefits generated by the tourism industry cannot achieve the overall revitalization of the countryside, and the development of subsidiary industries with the help of the tourism industry is an important way to get rich in the countryside.

After the formation of a compound industrial chain of agriculture and tourism, it can be organically integrated with other industries such as transportation, industry, and service industries to promote the development of the tertiary industry with the primary industry, adjust the rural industrial structure, and do a good job in transformation to highlight the regional characteristics. Improve the efficiency of subsidiary products and revitalize the rural economy. Farmers are the final destination of rural revitalization and the main body of rural revitalization [11]. Travel companies or local

tourism departments complete the transmission of information through these methods, so that more potential customers can be tapped. Collaborative filtering technology provides personalized recommendation technology according to user preferences, and calculates the similarity between users and products based on the past consumption and search records of users or products. And build an interest model, and then use the user or product to predict the user's interest in the product and make recommendations. The rural tourism transportation solution based on cloud Internet architecture is shown in Figure 1.

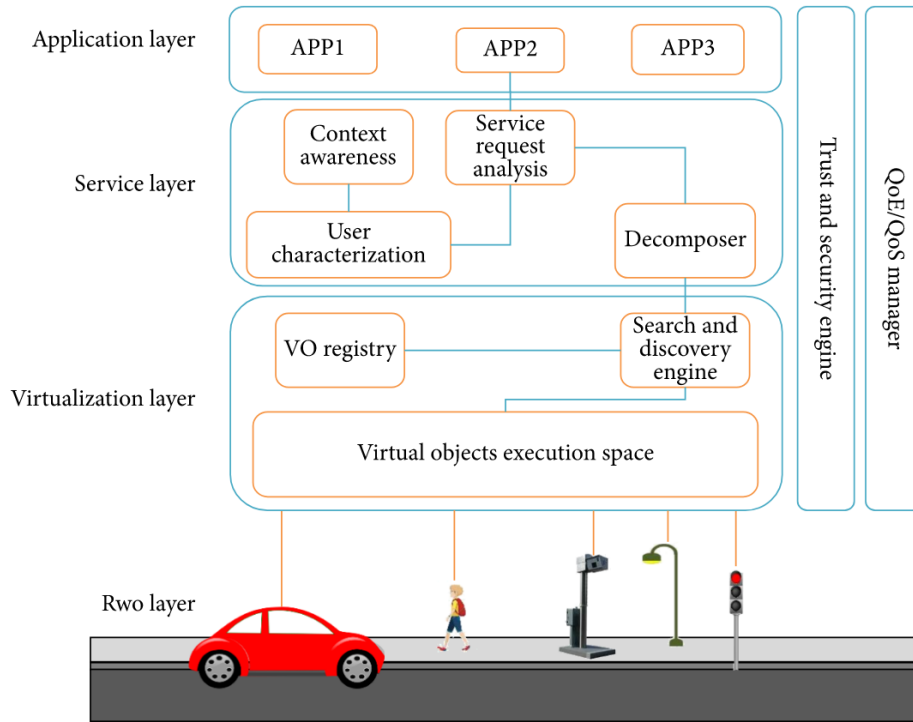


Fig.1 Transportation Solution Based on Cloud Internet Architecture

Although the rural revitalization is a national strategy proposed by the Party Central Committee and the State Council from top to bottom, its successful implementation requires extensive participation by bottom-up multi-agents. The direct purpose of the rural tourism industry chain is to meet the tourist needs of tourists. Through the integration of technology, capital, features, products, etc., it can show the diversity and individuality of rural tourism culture to tourists from all angles and angles. In the current rapid development of villages, special attention should be paid to the continuity of rural landscape tourism landscapes. Inheriting and promoting historical and cultural traditions is the essential requirement of rural landscape tourism landscape design [12]. If rural tourism cannot highlight the regional characteristics and take the path of sustainable development, it will be difficult to achieve rural economic revitalization, and it will be difficult to generate endogenous forces to drive the steady development of the economy. Adhering to the people-oriented development concept to build a beautiful village, we must not only take tourists as the basis, but also local residents as the basis, and properly handle the contradiction between the tourist experience of tourists and the production and life of rural residents.

#### 4. Conclusion

Under the background of rural revitalization strategy, there are still many problems in the legal guarantee mechanism for the development of rural tourism industry in China, and relevant departments need to deeply understand the important role of the legal guarantee mechanism for the development of rural tourism industry. Rural tourism, as an important medium of urban-rural dialogue and urban-rural integration, provides a new path choice for rural revitalization and development. The development of rural tourism not only helps to solve the problem of insufficient imbalance in rural development, but also plays a prominent role in building a well-off society in an all-round way and in rural modernization. Developing rural tourism industry is of great significance to rural revitalization and development, and rational development and utilization of rural tourism resources is an important means for the government to help rural areas get rich. Based on the actual situation of rural tourism development, we should adopt diversified schemes to develop and utilize tourism resources, improve rural economic benefits and optimize the development model of rural

tourism industry. When choosing the development path for rural revitalization work in various places, it is also necessary to adjust measures to local conditions according to the specific conditions of villages, so as to improve the scientificity and feasibility of the path. We should guide the development and construction of rural tourism culture with correct attitudes and concepts, grasp the main contradictions of the main problems, and make effective contributions to promoting the stable development of agriculture.

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