

# Research on Rural Tourism Development under the Background of "beautiful countryside"

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**Abstract.** The construction of beautiful countryside puts forward new high standard requirements for the governance of human settlements, while beautifying human settlements provides new opportunities for the development of rural tourism. The three aspects promote each other and are closely related. The improvement of rural living environment and the scientific integration of rural tourism development bring the villagers the optimization of living environment and the improvement of economic income. In this process, enterprises are attracted to bring capital investment and employment opportunities to the countryside, infrastructure construction is improved, and rural sustainable development is promoted. This paper studies the development of rural tourism under the background of beautiful countryside, and puts forward some suggestions for the development of rural tourism through domestic experience, with a view to making some contributions.

**Keywords:** Beautiful countryside construction; rural tourism; Market operation; natural resource.

## 1. Definition of related concepts

### 1.1. Beautiful countryside Construction

Building a beautiful China was put forward at the 18th National Congress of the Communist Party of China. In the report of the 19th National Congress of the Communist Party of China, "beauty" was added to the new development goal, and Report to the 20th CPC National Congress also emphasized the improvement of rural living environment. Today, there are still great differences between urban and rural areas, and the construction of beautiful countryside plays an important and special role in the construction strategy of beautiful China [1]. The construction of beautiful countryside has the following profound connotations in two aspects: First, the determination of the party and the state to enhance people's well-being. Second, the people's beautiful expectations for ecological civilization. Building "beautiful countryside" is not only the inevitable requirement of building a "beautiful country" but also the inevitable requirement of "rural revitalization", and its development significance and development space are huge [2].

### 1.2. Rural tourism

Rural tourism is a comprehensive tourism mode, which can provide tourists with all-round tourism services and comfortable experience [3]. Because rural tourism is rooted in the countryside, it has a strong local flavor and local characteristics, and it also has certain humanistic characteristics. Rural tourism is based on the characteristics of the countryside and its natural resources, and it is organically combined with necessary planning. The goal of rural tourism integration is to enhance the core competitiveness of rural tourism. Only with long-term strategic vision and planning can the sustainable development of rural tourism be truly realized.

## 2. Problems of rural tourism development

### 2.1. The project lacks overall planning, and the business project is highly homogeneous

In the current layout of rural tourism, the subject of supervision is not clear. Because agriculture and tourism are closely related to a certain extent, in practice, the functions of tourism-related

management departments in rural tourism management are absent, which directly affects the planning and layout of rural tourism. For example, the research and related infrastructure construction that should be carried out by management departments are neglected, which seriously restricts the development of tourism. In rural tourism in some areas, villagers are the main operators, and their management mode is very simple, and they directly choose mass tourism projects without considering the characteristics and local resource conditions, which leads to the problem of simplification of tourism projects. Rural tourism projects run by villagers themselves are often not perfect in funds and equipment, which leads to limited reception capacity and serious waste of resources.

## **2.2. Tourism projects lack characteristics and cultural theme support**

In the process of developing tourism projects, there will also be some developers who do not pay much attention to the local rural characteristics, or even ignore them directly, and do not fully develop the local local culture, especially some experience activities with rural characteristics, and do not fully tap the local characteristics and culture. Such rural tourism projects cannot be developed without sufficient attraction. For example, some "farmhouses" have too complicated packaging and some of them are not the special foods of tourist destinations. Therefore, the packaging of farmhouse music is too luxurious, which seems to be incompatible with real rural tourism, and increases the consumption of tourists, thus losing the significance of rural tourism.

## **2.3. The lack of market management concept, the traditional marketing model is single**

The development of rural tourism in China is not mature enough, and the speed of development is relatively slow, there is a lack of professional marketing knowledge to promote the development of rural tourism. The lack of marketing experience of rural tourism is closely related to the low educational level of rural operators. The reason lies in the restriction of their educational level, which affects them to accurately grasp the regional characteristics and marketing highlights of their regions. They can only follow the trend of the market and cannot fit the local characteristics. In this case, the tourism project is not creative enough, it is impossible to carry out characteristic marketing of rural agricultural products, lacking a better concept of market development and management, and the market competitiveness is small. Judging from the current rural farmhouses, farmhouses often only provide accommodation for tourists, but do not consciously develop related supporting services, extend the tourism industry chain to other agricultural products, and formed a system in marketing.

## **2.4. Business entities are weak in market awareness and lack of professional support**

Generally speaking, the business model of rural tourism is operated by farmers, and there is a lack of unified standards or marketing knowledge and experience in the marketing and development of rural tourism projects. In addition, the country is also encouraging rural areas to develop rural tourism projects, but there is little training in marketing, which has become an obstacle to the development of rural tourism projects. Some rural travel agencies lacking in-depth research and reasonable business planning. At present, the support of professionals to change this mode of operation and promote the integration of rural culture into rural tourism is important. The management of rural tourism projects is still lacking in innovation. In the new media era, rural tourism operators still rely on face-to-face sales methods, so it is necessary to attract professionals and innovate marketing methods.

## **3. Learning from the domestic experience of rural tourism**

Shitang Renjia is located in Shitang Community, Jiangning District, and Nanjing. It is the name of the new village after the project transformation and is known as "the most beautiful village in China". Planning for the village began in August 2011, and it was listed as one of the five urban ecological leisure agriculture demonstration villages in Jiangning District in September. In terms of environmental construction of tourist area, the project designer starts from the unique landscape of this area, integrates local life culture and tourists' rural tourism experience, explores the characteristic

civilization of villagers' daily farming and production life, and turns the primitive natural agricultural production village into a tourist village rich in local civilization characteristics. The founder of the project, the community and the villagers have all played their roles in the construction of the rural tourism project. The facilities of Shitang people's exterior landscape design, road paving and tourist service center have also been basically completed, and they have also won the honorary title of provincial rural tourism demonstration village after the project was put into use.

The transformation of people from a planting village to a tourist service village is the joint efforts of managers, operators and villagers. Government departments correctly recognized the tourism value of Houshitang Village, and synchronized the construction process of beautiful countryside with the construction of a comprehensive tourism service village, which achieved twice the result with half the effort. Operators dig deep into the potential new kinetic energy in Village, scientifically analyze and plan, and carefully take charge of building Shitang folk tourism projects and supporting facilities. The villagers clearly realize the significance of developing rural tourism projects and firmly grasp the initiative to improve income and living environment. The high cooperation of government, operators and villagers has created the prosperity and development of people.

## **4. Countermeasures for rural tourism development**

### **4.1. Do a good job in planning the characteristics of rural tourism, and effectively avoid homogenization competition within the industry**

Among the main operators of rural tourism, villagers' management literacy is uneven, and most rural tourism projects are modeled after other projects, which leads to the lack of bright spots and serious homogenization. Homogeneous competition not only wastes regional tourism resources, but also takes some time to adjust some rural tourism projects that win by relying on advantages. For other villages affected by homogenization competition, it will make the farmers who were originally weak bear greater losses. In order to get rid of this dilemma, it is necessary for the tourism department to do a good job in market research, make a reasonable evaluation and make a tourism development plan according to local conditions. The planning should start from the regional characteristics, actively guide and create the marketing model of characteristic tourist destinations, and avoid the spontaneous competitive disadvantage brought by similar markets.

### **4.2. Innovative design of characteristic tourism products, increase the integration of local cultural characteristics**

With the rapid development of eco-agriculture and rural tourism in recent years, the problems of single tourism project and poor quality of affiliated agricultural products occur frequently. At present, change this situation, it is necessary to explore characteristic tourism products, improve the quality of rural tourism products and take the road of comprehensive and high-quality rural tourism development, which is the breakthrough point of vicious homogenization competition in rural tourism. In the context of building beautiful countryside, it is necessary to integrate characteristic traditional culture, characteristic customs and natural landscape into the design process of characteristic tourism products to create characteristic leisure agriculture and rural tourism products [4]. At the same time, the development of rural tourism products needs to adapt to local conditions according to regional characteristics, and design a series of products that are integrated into local characteristic culture.

### **4.3. Innovative creation of rural tourism brands, diversified construction of tourism marketing model**

As an indispensable result of the development of modern industry, brand is the touchstone of industry in market competition. Brand development strategy has become the general strategy of healthy development in various fields today, and brand has also played a vital role in enhancing influence. Similarly, the promotion of rural tourism projects needs the support of brands, and building rural tourism brands with regional characteristics helps the development of ecological leisure

agriculture, thus boosting economic prosperity and development. First of all, for the local government, it is necessary to repair the natural environment, improve the rural living environment, and increase rural infrastructure construction [5] to make beautiful countryside a "public billboard". Secondly, the tourism industry should focus on the advantages of rural areas and promote brand-specific tourism. Finally, local enterprises need to cultivate brand concepts, improve the quality of agricultural products, pay attention to product evaluation, and fulfill their responsibilities in the tourism marketing model.

For the marketing model, we can infiltrate the value chain of agricultural products into agricultural tourism. We cannot only design and arrange agricultural production sites such as farmland into agricultural landscape and other products, but also develop agricultural planting and production activities into agricultural experience tourism activities, and upgrade agricultural products into tourism commodities through packaging, transforming agricultural products production activities from input-oriented to appreciation-oriented, enhancing product market value and promoting the development of marketing models in a diversified way. Product can use developed new media to recommend high-quality agricultural products in the form of live broadcast with goods, and can also show the beautiful natural landscape and culture of the village in the live broadcast. The government can promote the sales of agricultural products, increase the assistance, help the development of diversified rural tourism models, and accelerate the pace of beautiful countryside's construction.

#### **4.4. Improve farmers' awareness of market operation and cultivate rural tourism professionals**

As the main market participants of rural tourism, farmers are the main body to provide rural tourism services. However, it takes farmers a long time to learn professional knowledge if they want to adapt to the transformation from traditional farming life to commercial rural tourism management life. Before making the above preparations, the rural tourism market will go through the stage of excessive competition. Firstly, do a good job in guiding farmers' ideas in the transformation stage, so that they can psychologically accept the shift of production and life. Secondly, in education, colleges and universities need to be encouraged to carry out courses related to rural tourism, sum up experience through excellent demonstration cases at home and abroad, and train counterpart management talents. Finally, we can broaden the channels of talent absorption, let more talents have the opportunity to participate in rural tourism projects, increase the construction of human resources, and escort the development of rural tourism with regional characteristics. The government should cooperate with the project managers to carry out relevant training, including the project operators and service personnel, farmers working in scenic spots. The content of training should be based on professional knowledge, which also runs through the spirit of local civilization construction and inheritance.

## **5. Summary**

The effective combination of beautiful countryside construction and rural tourism development can produce synergistic effect, and provide supporting facilities for rural tourism development and optimize rural environment through environmental improvement; Through reasonable rural tourism development, it is helpful to improve the quality of life of rural residents and the healthy and sustainable development of rural environment.

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