

Study on the Development Strategy of Rural Revitalization: An Example of Tourism Construction and Development in Shaoguan Wushiling New Village

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Abstract: The purpose of this paper is to investigate the influence of appreciation resource endowment on rural revitalization development, and to conduct an in-depth study on the tourism construction development of Shaoguan Wushiling New Village as an example, with the aim of making feasible suggestions and summarizing experiences for rural revitalization development. This study adopts the methods of conceptual analysis and SWOT analysis to investigate four aspects: the background of rural revitalization development, the analysis of appreciation resource endowment, the development status and influencing factors of rural tourism, and the development strategy of tourism in Shaoguan Wushiling New Village. In terms of appreciation resource endowment, this study proposes an appreciation resource endowment strategy focusing on energy conservation and environmental protection and industrial upgrading through the analysis of resource endowment. In terms of rural tourism, this study presents a comprehensive analysis of its development status and influencing factors through SWOT analysis, and proposes a targeted strategy for the development of tourism in Shaoguan Wushiling New Village. Finally, this study summarizes the experience of tourism construction and development in Shaoguan Wushiling New Village and makes suggestions for future development.

Keywords: Appreciation of resource endowment, Rural revitalization, Tourism construction, Development strategy, Shaoguan Wushiling New Village.

1. Introduction

1.1. Background of the study and content

With the introduction of rural revitalization strategy, rural development has become the focus of current national policies. Rural tourism and resource endowment have become important factors for rural development. Taking the tourism construction development of Shaoguan Wushiling New Village as an example, this study aims to investigate how to appreciate the resource endowment for rural development in the context of rural revitalization and solve the current problems. The importance of this study is that by studying the practical case of tourism construction and development in Wushiling New Village, it can provide reference and inspiration for the development of other rural areas, as well as provide useful reference for the implementation of rural revitalization strategy[1].

2. The Appreciation of Resource Endowment Analysis

2.1. Analysis of the appreciation resource endowment of Shaoguan Wushiling New Village

The evaluation method of appreciation resource endowment is a way to study appreciation resource endowment, which is a way to calculate the output rate after detailed analysis of appreciation resource endowment. Static evaluation mainly evaluates the appreciation resource endowment from different perspectives, such as economic perspective, sociological perspective, human perspective, geographic perspective, etc., so as to arrive at different

scores[2]. The relatively more common methods in this regard are SWOT analysis, weighted average method, etc. In this paper, we mainly use static evaluation.

In terms of material, the first thing that should be considered is the natural resources. Shaoguan Wushiling New Village is located in a mountainous area with steep hills, and has unique natural scenery and ecological environment, such as: fruit planting such as emerald bamboo, grapefruit and durian, as well as natural landscapes such as a pillar stone in the southern sky and double trees for couples. These natural resources are undoubtedly important appreciation resource endowments in rural revitalization.

Secondly, from the perspective of humanistic resources, Shaoguan Wushi Ling New Village has a strong historical and cultural atmosphere, containing many cultural assets, and these humanistic resources have gradually become important cultural, tourism and leisure resources in modern society, enhancing the attractiveness of Shaoguan Wushi Ling New Village.

In order to have a deeper understanding of the role of appreciated resource endowment in rural revitalization development, SWOT analysis and AHP hierarchical analysis can be used to understand the current situation and development potential of Shaoguan Wushiling New Village, so as to fully grasp its advantages and disadvantages in rural revitalization and make relevant planning and decision.

3. The Development Status of Rural Tourism and The Analysis of Influencing Factors

3.1. Current status of the rural tourism industry

Rural tourism, as an important part of China's tourism sector, has made rapid development in the past two decades, and its development history can be roughly divided into three stages. The first stage is the initial stage, the second stage is the rapid development stage, and the third stage is the transformation and upgrading stage, which is the current stage in China. In this stage, as the tourism market becomes more and more mature, the development mode of rural tourism gradually changes from the mode of "scenic spot + agritainment" to the mode of "agritainment + ecological agriculture and cultural experience". The government has gradually shifted the development of rural tourism from purely selling tickets to perfecting services, improving the tourism environment and enhancing tourism quality, in order to achieve top-level planning and development of rural tourism industry[3].

3.2. The current development of tourism in Shaoguan Wushiling New Village

The new village of Wushi Ling in Shaoguan City is a representative area of rural tourism resources in southern China. The area is near the intersection of Guangdong Province and Hunan Province, a place protected by natural ecology and rich in human resources. The development of tourism in the area has great potential and advantages, and has been welcomed and praised by tourists in recent years.

Shaoguan Wushiling New Village is a developing rural tourism destination. The development of tourism in this area has four characteristics: First, the number of scenic spots is large, including Wushiling Nature Reserve, Minghu Ecological Agricultural Tourism Area, Jiuzhaoling National Forest Park, Crocodile World, etc.; Second, the variety of tourism projects is rich, including ecological protection, cultural experience, sports and leisure, etc.; Third, the tourism industry supporting facilities are complete, covering hotels, farmhouses, commercial streets, etc.; Fourth, the regional characteristics are distinctive, creating a tourism brand with "rural, ecological and cultural" characteristics. Fourth, the area has distinctive features, creating a tourism brand with "rural, ecological and cultural" characteristics[3].

However, there are still some shortcomings in the development of tourism in Shaoguan Wushiling New Village. Firstly, the tourism industry chain is incomplete, and the business model dominated by a single scenic spot limits the overall efficiency. Secondly, the tourism industry is under high competitive pressure, and the attention of tourists is mainly focused on a fixed number of attractions, without forming an emerging force in the market. Once again, tourism is not the main business, and there are certain difficulties in the integration between community management and tourism development. Finally, the issue of sustainable development of tourism also needs attention, including the protection of ecological environment and the transmission of cultural assets.

In view of the above problems, it is urgent to improve the comprehensive competitiveness of tourism in Shaoguan Wushiling New Village. In view of the development

shortcomings, reasonable layout, innovative marketing, service enhancement and perfect protection should be adopted to comprehensively improve the market value and profitability of the tourism industry, create a high-level health, vacation and sightseeing area, and provide for the rapid development of the local economy.

3.3. Analysis of factors affecting the development of rural tourism

In the development of rural tourism, there are many factors that can have an impact on it. Among them, factors such as demographic structure, economic development level and external environment are the most important. The following will analyze these aspects[4].

First, the demographic structure is one of the important factors affecting the development of rural tourism. As China's population structure changes and urbanization accelerates, the phenomenon of population loss in rural areas is becoming more pronounced. In addition, with the flow of young and strong labor to the cities and towns, the main source of rural tourism becomes children and the elderly, which poses a certain pressure on the development of rural tourism with higher requirements for quality and safety.

Secondly, the level of economic development is also one of the factors affecting rural tourism. As a new form of tourism, rural tourism has unique characteristics and advantages, and its development prospects are broad, but there are also some constraints, such as infrastructure construction and industry norms and other shortcomings. Therefore, how to promote the development of rural tourism by improving the level of economic development, optimizing the industrial structure of rural tourism and adjusting the industrial layout has become an urgent problem to be solved at present.

In addition, the external environment is one of the most important factors for the development of rural tourism. National policy support for rural tourism development, changes in tourism market demand, and increased competition in the tourism industry will all have an impact on the development of rural tourism. Therefore, it is important for rural tourism professionals to keep an eye on the changes in the external environment, to innovate and improve, to adapt to changes in market demand and customer needs, and to improve the quality of tourism products and services in order to gain a foothold in the market.

3.4. Opportunities and challenges for rural tourism development

3.4.1. Opportunity

As urbanization continues to accelerate and the quality of life improves, people's demand for leisure and vacation is getting higher and higher. As the first choice of short-distance travel for urbanites, rural tourism has thus been given the opportunity to develop rapidly.

Secondly, support for rural tourism at the national level has been increasing. 2021, the General Office of the State Council issued the "Implementation Opinions on Promoting the Modernization of Agriculture and Rural Areas to Accelerate the Revitalization of Rural Areas", proposing a series of policy measures such as promoting the development of rural tourism and cultivating new types of professional farmers, providing a strong guarantee for the development of rural tourism.

3.4.2. Challenges

Firstly, the infrastructure construction in rural areas is relatively backward and needs urgent investment; secondly, rural tourism development also faces challenges in terms of talent and management; finally, rural tourism is not clearly positioned in the market competition itself and cannot provide a unique tourism experience.

Therefore, the rural tourism industry has both opportunities and challenges for development, and must find practical strategies to highlight its own characteristics, improve service quality and management capabilities, and create an influential brand in order to achieve long-term development[5].

4. Shaoguan Wushiling New Village Tourism Development

4.1. Enhancing the development and utilization of appreciated resource endowments

Shaoguan Wushiling New Village relies on its unique natural scenery and humanistic history, as well as the beautiful local ecological environment, with a rich endowment of tourism resources, to enhance the appreciation of the development and use of resource endowments need to be considered from a variety of aspects.

Firstly, we should increase the research and development of local resources, and create tourism products that are more in line with tourists' preferences through planning and design according to the characteristics of resources and tourists' needs; secondly, we should improve villagers' tourism awareness and service consciousness, and teach them relevant tourism knowledge and skills to provide more professional and attentive services to tourists; finally, industrial integration and regional linkage development are also important means to enhance the appreciation of resource endowment is an important means to enhance the

4.2. Optimize the development and promotion of rural tourism products

To optimize the development of rural tourism products, firstly, it is necessary to accurately grasp the resource endowment according to the market demand and the needs of target customer groups, and develop corresponding product development strategies to meet the needs of customers; secondly, from various aspects such as product marketing and image construction, so as to attract more potential customers; finally, the development and promotion of rural tourism products need to rely on the development of related tourism industries and strengthen Industrial integration and regional linkage development. On the basis of the appreciation of resource endowment, actively cooperate with neighboring rural tourism projects and use cross-regional linkage as a means to improve tourists' tourism experience and increase tourism revenue. On this basis, promote the continuous upgrading and diversification of products, and accelerate the cultivation and development of rural tourism industry.

4.3. Strengthen industrial integration and regional linkage development

In order to strengthen the development of rural tourism industry and enhance the vitality and attractiveness of tourism in Shaoguan Wushiling New Village, industrial integration and regional linkage must be realized, especially the cross-fertilization and cooperation of industries need to be

strengthened to form a benign ecosystem. On this premise, this section will explore the following three aspects.

First, strengthen industrial integration and realize resource sharing

For the development of tourism in the new village of Wushi Ling, we should make full use of its rich human, natural and historical resources to achieve the integration and synergistic development of multiple industries. The integration of agriculture and tourism can be achieved through the development of a "field complex", which integrates the agricultural industry with tourism, culture and sports industries to meet the needs of tourists in all aspects. In addition, the integration of culture, sports, education and other industries can also promote the development of tourism in the new village of Wushi Ling. For example, cultural parades and rural sports games can be added to the rural farming project to synergistically promote the development of rural tourism.

Second, strengthen the regional linkage, the formation of synergies

In terms of regional linkage, the linkage of tourism products and tourism lines can be formed by uniting the surrounding rural tourism scenic spots, theme parks and cultural and creative parks to promote the integration of the tourism market and the sharing of resources. In addition, the role of the local government can be given full play to actively support the development of complementary industries and promote all-round regional cooperation, thus forming a long-term mechanism for the development of tourism in Shaoguan Wushiling New Village.

Third, to create special brands and enhance the influence

On the basis of industrial integration and regional linkage, the tourism industry in the new village of Wushi Ling should do a good job of brand building and create a tourism brand with local characteristics and humanistic connotations. In addition, it is necessary to vigorously carry out marketing and publicity to expand its popularity and influence. On this basis, improvements and refinements should also be made continuously to improve service quality and visitor experience so as to meet the needs and expectations of tourists[6].

5. Summary and Outlook

5.1. Research findings and insights

After the research and analysis of tourism in Shaoguan Wushiling New Village, the following conclusions and insights can be drawn:

Strengthening policy guidance is one of the important factors in promoting the development of rural tourism. The Shaoguan government has given great policy support in this project, laying the foundation for the policy background of the project to be carried out, and policy guidance should become an important initiative for the future development of rural tourism[7].

Discovering and utilizing the unique local cultural and historical background can lead to the development of rural tourism. The success of tourism in Shaoguan's Wushiling New Village lies in the skillful integration of the unique local cultural and historical background into the rural tourism project and its promotion through various forms. Therefore, the future development of rural tourism should focus on tapping into the local cultural and historical background, and showcasing and promoting it through various means.

Improving the quality of services in rural tourism is one of the most important directions for future development. The profitability and development of rural tourism is inseparable from the quality of services. Only by providing high quality services can we better attract tourists and increase tourism revenue. To this end, the government and relevant units should strengthen the training of local tourism talents, continuously improve the skills and service consciousness of service personnel, and improve the overall service quality of the tourism industry[8].

5.2. Prospects for the future development of rural revitalization

Under the current policy background of comprehensively promoting rural revitalization, the future development trend of rural revitalization will increasingly be based on the appreciation of resource endowment. In response to this situation, we need to think in the following aspects:

First, focus on the development and excavation of cultural tourism. In the new era, as Chinese culture goes global, the country's cultural confidence is getting stronger and stronger, and the cultural market has an increasingly broad market. However, in the process of developing cultural tourism, we should also focus on protecting historical relics, creating local cultural brands and shaping a cultural atmosphere that distinguishes us from other places[9].

Second, a new model of modern agriculture should be developed. In the future rural revitalization, a new model of modern agriculture should be implemented to improve agricultural production efficiency, increase farmers' income and provide strong support for local rural economic development through the use of advanced technology and eco-friendly planting methods.

Third, to establish a sound infrastructure and public service system. The construction of infrastructure and public services is the basic guarantee to support the development of rural revitalization in order to improve the quality of life and economic development of rural residents.

Based on the above aspects, in the future rural revitalization,

we need to adhere to the development idea of appreciating resource endowment, promote the high-quality development of rural economy, create a good rural development environment, and make new and greater contributions to the cause of rural revitalization[10].

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