

Research on Innovation of Rural Tourism Development under the Background of Cultural and Tourism Integration

Qian Zhang

Zhengzhou Shengda University, Zhengzhou 451191, Henan, China.

Abstract: Rural tourism has always been the development direction of China's tourism industry and the academic research hot spot. Taking Yuanjia Village as an example, the article analyzes the experience of the integration of culture and tourism in rural tourism development, and puts forward that under the promotion of the integration of cultural and tourism development, China's rural tourism should extract the depth of culture from the construction concept and activate the rural culture. In terms of the form of business, relying on the authenticity of rural areas, enrich product projects. In the architectural features, adhere to the old as old, retain the original style. In the landscape creativity, innovate the method of exhibition, cultivate the rural emotion.

Keywords: Integration of Culture and Tourism; Rural Tourism; Innovation and Development

Under the background of China's rural revitalization strategy, the merger of the Ministry of Culture and Tourism in March 2018 will help solve the problems of rural culture inheritance, improvement of rural style, development of rural industry and improvement of villagers' income, and brings an opportunity to tap the connotation of rural culture, innovate rural tourism products and projects, and take the intension-oriented development path.

1. literature review

The development of rural tourism in China began in the late 1980s, and the research of academic circles began in the early 1990s, and the number of achievements increased year after year. With the development of social economy and the government's attention, the study of rural tourism is more extensive in content and deeper in depth. Rural tourism research has long paid attention to the development of rural tourism, sustainable development and rural tourism experience. Traditional villages have always been the focus area of rural tourism research. Eco-tourism and folk tourism are the key industries in rural tourism research. Since 2010, culture, ecological protection, community participation and tourism poverty alleviation have gradually become an important area of rural tourism impact research. However, there are few innovative studies on rural tourism development in the context of the integration of cultural tourism. Taking the integration of cultural tourism as an opportunity, this paper puts forward the direction of rural tourism development and innovation from the four aspects of construction concept, business structure, architectural characteristics and landscape creativity, in order to provide some ideas and reference for the innovation and development of rural tourism.

2. The integration of cultural tourism brings opportunities for the development of rural tourism in China

2.1 National policy support

After the establishment of the Ministry of Culture and Tourism, China has given many opportunities for the development

of rural tourism from a policy perspective. In January 2018, the *Action Plan for the Promotion and Upgrading of Rural Tourism Development* (2018—2020) was promulgated. In 2018 the central ministries issued a total of 182 related industrial policies related to the development of the cultural, accounting for 43.3 percent of the total number of published papers. From the policy level, the state has provided a strong guarantee for the solid promotion of the integration of culture and related industries and the in-depth implementation of the rural revitalization strategy.

2.2 Tourist demand orientation

In the 30 years since the development of Chinese tourism, the demand of rural tourists has changed from material consumption to spiritual consumption and then to cultural consumption. In the stage of cultural consumption, more and more tourists gradually lose interest in “service” products and prefer those with cultural heritage. Culture is the soul of tourism. Therefore, under the background of the integration of cultural brigades, the “cultural village” with the goal of deeply excavating the cultural connotation of the countryside will show strong vitality. Rural culture is the essential attribute of rural tourism, which can effectively satisfy the cultural experience and spiritual edification that tourists pursue.

2.3 The direction of rural development

Integrating culture into the development of rural tourism can give new connotation to the development of rural tourism and bring new vitality to the countryside. First of all, the integration of culture and tourism is conducive to the formation of characteristic tourism physical space. Integrate rural culture into rural fields and houses, such as art land and terraces. Secondly, the integration and development of culture and tourism is conducive to the formation of a civilized and open tourism cultural space, such as intangible cultural heritage and educational tourism. Thirdly, the integration and development of culture and tourism is conducive to the formation of a vibrant tourism economic space, such as rural culture as the basis for the integration and development of “food, housing, travel, tourism, purchase, entertainment” six major projects.

3. A successful case of cultural and tourism integration in rural

3.1 About Yuanjia Village

Yuanjia Village, 78 kilometers from Xi’an, is a remote mountain village with no places of interest and unique mountain water resources. But after the development of rural tourism, the village’s highest daily tourist reception reached 180,000 people, annual income of more than 100 million, known as “the first village in Guanzhong”.

3.2 Successful practice in Yuanjia Village

Yuanjia Village pays special attention to the excavation of culture in the development of rural tourism. From the architectural concept, with the theme of “the tongue on the tip of the key”, to create a high-quality “Guanzhong Folk Cuisine Museum”, In the architectural characteristics, the original chaotic style of residential buildings to transform, the overall presentation of the Ming and Qing era architectural style, most of the residential in the color, form and structure can reflect the characteristics of the residential areas in Guanzhong, especially the independent courtyard, inherited the Ming and Qing residential buildings along the vertical axis of the narrow flat layout form.

In the creative design of the local landscape through compact transportation scale, rich commercial interface, evacuation of the village square space, rich leisure content on both sides of the street, reproduced the traditional village neighborhood space life scene, landscape skits mainly use traditional farming tools, as well as tied horse piles, stone grooves, stone mill, landscape materials using rural natural elements to enhance the impression of the village theme, enhance the local folk culture. In terms of products, Yuanjia Village combines the original ecological rural life in the region with modern cultural creativity and leisure experience life. It displays the store design of “five streets” in snack street, workshop street, art street, shopping street and Huis Street to restore the layout of traditional commercial form and traditional cultural space from the spatial scale.

4. The innovation and development strategy in rural tourism

4.1 Construction concept: deep culture refining, activation of rural culture

The development of rural tourism in the integration of cultural tourism should pay attention to the in-depth excavation

of the historical accumulation and the unique connotation of existing rural cultural resources. In the process of rural tourism development, the use of effective material carriers to reshape the external form of unique rural cultural value, intangible cultural change tangible cultural resources to system out the value connotation of rural culture, so that the traditional characteristics of historical culture are highlighted, improve the participation and influence of rural tourism products. In order to meet the cultural and spiritual needs of modern tourists and achieve differentiation and personalized tourism product development, through differentiation positioning, to avoid uniform, homogenized competition, each village should strive to achieve differentiated development strategy, dig deep potential, carefully designed, create fine products, so that rural tourism presents a characteristic, quality characteristics.

4.2 Industry composition: relying on the village real, rich product projects

The development of rural tourism should preserve the essence of rural tourism. Tourism product development should always reflect the “nature of the original countryside”, follow the laws of the development of the countryside itself, fully reflect the characteristics of the countryside, retain the local atmosphere, maintain the rural style, retain the green mountains and waters and keep the nostalgia in mind.

Rural activities and culture contain great charm of experience. Rural tourism should pay attention to experiential and interactive innovation and development. Farming culture and farming activities have great attraction to urban people who have long been separated from rural life, and rural tourism development needs to dig deeply into farming culture, combine agricultural activities with leisure tourism and vacation, and develop experiential rural tourism projects.

4.3 Architectural features: adhere to the old as old, retain the original style

The old houses and ancient villages in the countryside bear people’s roots, souls and nostalgic memories, and it is one of the effective measures to save and protect the old buildings in the countryside to develop rural tourism through the protective repair and rational transformation of rural buildings. The development of old buildings in rural areas should respect history, repair old as old, and protect and develop reasonably. In the development of rural architecture, we should rely on the beautiful rural environment, with earthen architecture and rural landscape as the resources, with rural culture as the soul does not destroy the original natural and historical forms, do not build new construction projects and tourism facilities, so as to protect the landscape value and cultural connotation of traditional villages.

4.4 Landscape creativity: innovative ways to cultivate rural emotions

Cultural creativity is a breakthrough in the transformation and upgrading of rural tourism. In the process of developing rural tourism cultural creative products, we should use the concept of local management, make full use of cultural creative design, fully integrate local characteristics and cultural folk-custom tourism products, promote tourists to experience the local history and cultural style in tourism, and really attract and retain tourists with humanistic spirit. We should apply modern urbanite’s fashionable element into the local culture elements, pay attention to the integration of the existing in the folk custom tourism product mainstream culture, so as to realize the organic combination of traditional and modern, so that visitors can feel the fun of travel in the unique cultural products, so as to achieve the purpose of the combination of cultural and creative industries.

References

1. Gong W. Research on the training model of postgraduate education in agricultural intellectual property. *Journal of Hebei Agricultural University (Agriculture and Forestry Education Edition)* 2014; 16(5): 40-43+47.
2. An C, Li T, Yan Z, *et al.* Features and trends in rural tourism research in China —— Based on cite space knowledge map analysis. *Advances in Geosciences* 2018; 37(9): 1186-1200.
3. Wu B, Huang Z, Ma X. The spatial structure of rural tourist destinations around Chinese cities. *Geosciences* 2004; (6): 757-763.
4. Zou T. Study on the development model of rural tourism in China: Comparison and countermeasure analysis between Chengdu Farmhouse and Beijing Folk Village. *Journal of Tourism* 2005; (3): 63-68.
5. Lu X, Cheng Y, Wang L. Domestic and foreign rural tourism research hot spots —— Nearly 20 years of literature review. *Resource Science* 2014; 36(1): 200-205.