

On the Optimization of Rural Tourism Economic Industry under the Background of Rural Revitalization

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Abstract: The traditional tourism model can not meet the needs of different consumer groups at present. With the development of China's rural economy, the rural tourism economic industry has also ushered in many opportunities for development. Rural tourism has become more and more popular. However, most of the rural tourism economic industries still have many shortcomings, and have not brought due economic benefits for rural development. Under the background of rural revitalization, as an important part of the rural economic industry, how to bring better economic benefits to the rural people and help the healthy development of the rural economy is an important issue that we need to consider. In order to better promote the healthy development of rural tourism economic industry and implement the rural revitalization policy, this paper explores the current situation of rural tourism development in the context of rural revitalization, analyzes the problems existing in rural tourism economic industry, and puts forward the optimization path of rural tourism economic industry in the context of rural revitalization, hoping to help the rural revitalization policy better implement, promote the further development of rural tourism, and help rural people improve the quality.

Keywords: Rural Revitalization; Rural Tourism Economic Industry; Optimization Strategy

Introduction

In the context of rural revitalization, the development of rural economy has also gradually derived many industries. In recent years, the development of rural tourism has been in full swing. Many villages have also begun to attach importance to the development of rural tourism economic industry, hoping to bring economic benefits to the local villages and promote the overall development of rural areas. However, compared with the mature tourism industry, the rural tourism economic industry is still immature, and there are many common problems that hinder the further development of the rural tourism economic industry and cannot achieve the grand goal of rural revitalization. Therefore, in the context of rural revitalization, how to optimize the rural tourism economic industry and promote the development of rural tourism economy is the necessary path, which is of great significance to the development of rural economy.

1. Current situation of rural tourism development in the context of rural revitalization

At present, China is in the period of economic transformation. In order to strengthen the development and innovation of China's rural economy, the Party Central Committee has put forward a series of policies on rural revitalization, which has gradually increased farmers' income, strengthened rural infrastructure construction, largely solved the problems in the process of rural development, and strengthened rural economic development.

In recent years, with the implementation of the rural revitalization policy, many rural industries have made great strides with the support of the state, forming characteristic rural industries, driving the rural economy, and the lives of rural people have also been greatly improved. Therefore, the rural tourism industry has also been paid attention to. In the process of implementing the rural

revitalization policy, it has brought considerable economic benefits to the rural people, improved the rural economic level, and become a high-profile rural industry. According to the statistics of the Ministry of Culture and Tourism of the People's Republic of China, in 2020, the country's rural leisure tourism will receive about 2.6 billion tourists, with an operating income of 600 billion yuan, absorb 11 million jobs, and drive more than 8 million farmers. It plays an important role in promoting rural revitalization.

It can be seen that the rural tourism industry has begun to take shape and has become one of the key projects under the background of rural revitalization. However, although the current situation of rural tourism development across the country has brought certain economic benefits, it has obviously shown a state of powerlessness, with many rural characteristics buried, not fully exerting its own advantages, and the market economy of rural tourism has not been well constrained. In the long run, rural tourism will lose its market competitiveness. Therefore, the optimization of rural tourism industry is inevitable. The optimization of rural tourism industry is not only the need of the national rural revitalization policy, but also the economic needs of the rural masses.

2. Problems in rural tourism economic industry

2.1 Poor infrastructure construction

At present, many rural tourism infrastructure construction and related service guarantee are not in place, such as poor accommodation conditions, inadequate public facilities guarantee, poor catering conditions, and substandard sanitation. Many tourists do not enjoy satisfactory services, the minimum standards for tourism are difficult to meet, and the most basic infrastructure construction is also difficult to bring good experience to tourists. If this phenomenon occurs generally, it will not only make tourists uncomfortable, but also make the reputation of the local tourism industry decline. Many tourists have left a negative impression on rural tourism, which will directly affect the overall development of rural tourism

The quality of infrastructure construction of the rural tourism economic industry depends largely on the local government's investment in the local rural tourism industry. Some township governments have not formed a correct understanding of the rural tourism economic industry and have not realized its significance for rural revitalization and development, resulting in insufficient investment in rural tourism and inadequate infrastructure construction to meet the needs of tourists. This is the biggest factor that affects the development of rural tourism economy and industry, and then affects the income of rural tourism merchants. The insignificant profit income makes them more unable to maintain good infrastructure, which leads to a vicious circle.

2.2 Weak ecological awareness

The ecological environment is an important factor to attract rural tourism tourists. However, with the promotion of rural tourism industrialization, the phenomenon of industrial clusters is widespread in the development of rural tourism. In addition, the complex structure of rural industry inevitably leads to conflicts with the ecological environment.

Some township managers lack planning awareness and standards, the rural tourism industry lacks practical guidance in developing rural tourism resources, and blindly develops ecological and cultural resources, resulting in the destruction of rural land, rivers, and forest resources. However, as an important resource of rural tourism industry, ecology is difficult to recover. Over-development makes rural commercialization more and more intense. It is difficult for tourists to feel the desired rural characteristics in rural tourism, making the rural tourism industry lose its market competitive advantage.

2.3 Similar industrial models

At present, tourists in rural tourism have the same impression on rural tourism, which is because many rural tourism industries have similar patterns and industrial models. If a certain industrial structure of the rural tourism industry in the same region is popular, the nearby villages will soon develop a similar model. This blind development wastes rural tourism resources, makes rural resources uniform, lacks the long-term vision of regional rural tourism industry planning, focuses on the development of tourists' basic needs such as food, drink, housing and transportation, and pursues economic benefits, while ignoring the characteristics of their own natural or cultural landscapes.

In the long run, the characteristics of rural tourism industry will be wiped out in the vicious competition of the market. It is difficult to form interaction and assistance between regions, which will easily lead to the exhaustion of resources and bring a bad future for the rural tourism industry.

3. The optimization strategy of rural tourism economic industry under the background of rural revitalization

3.1 Strengthen the infrastructure construction of rural tourism economic industry

Strengthening infrastructure construction is the basis for the development of rural tourism economy and industry. Only if tourists are satisfied with the material, can tourists better pursue spiritual enjoyment and experience the characteristics of rural tourism. It should be noted that the infrastructure construction of the rural tourism economic industry should be different from other tourism industries. It should integrate the beautiful scenery and folk culture of the countryside as much as possible. While fitting the rural environment, it can also bring new experiences to tourists and deepen the influence of rural tourism.

The local government should increase its support for rural tourism, create tourism facilities or scenic spots with local characteristics, and attract tourists. It should not only focus on strengthening the construction of high-quality hotels and parking lots, but also ensure the safety of tourists. Unique and qualified infrastructure, high-quality services and unique characteristics of rural tourism are important conditions for attracting tourists.

3.2 Protect the ecological environment of rural tourism economic industry

The development of rural tourism economic industry will inevitably have an impact on the ecological landscape. The blind development of tourism industry in many areas has damaged the ecological environment, not only losing the environmental basis of rural tourism economic industry, but also losing the foundation of rural people, and even bringing incalculable ecological harm.

For rural tourism, when building the tourism economic industry, it is necessary to consider the supporting capacity of the natural ecological environment and the human ecological environment for tourists, whether to accommodate how many tourists, and how to use the ecological characteristics. The project construction unit or operator shall investigate the surrounding environment of the rural tourism site in advance, find the best ecological characteristics, consider how to maximize the use of ecological resources and human resources, and formulate the detailed construction plan of rural tourism facilities in a scientific and reasonable way, so as to provide good tourism facilities and hardware guarantee for the construction of rural tourism industry, and retain its own tourism characteristics and advantages on the premise of protecting the ecological environment.

3.3 Define the tourism characteristics of rural tourism economic industry

It is very important for the rural tourism economic industry to find its own characteristics as a development advantage. It can refine tourism services according to its own characteristics. The traditional tourism model is difficult to meet the tourists who pursue rural tourism. The rural tourism economic industry should integrate folk culture, leisure and vacation into the rural tourism economic industry, distinguish it from other tourism industries, give full play to its own advantages, and better occupy the market.

In addition, it can also bring personalized experience to tourists by integrating traditional folk culture, reduce the duplication of rural tourism products with peers, and improve its market competitiveness, so as to create a unique new model of rural tourism economy and industry in the market.

3.4 Pay attention to the brand construction of rural tourism economic industry

The rural revitalization policy emphasizes that the country should develop its own economic industry according to its own characteristics. When developing the tourism economic industry, the country should not only understand the local rural tourism characteristic resources, but also invite professionals to plan to ensure that it can create a distinctive brand of the rural tourism economic industry, adapt to the development of the rural tourism economic market, do a good job in brand marketing, further carry out advertising promotion, and create its own characteristics, Drive the development of rural economy.

At the same time, under the background of rural revitalization, the brand construction of rural tourism industry should also establish the brand concept of rural tourism, which should fit the life concept and folk customs of local rural people, so as to better develop rural tourism industry according to local conditions, thus attracting more tourists, forming a virtuous economic cycle, and

promoting rural economic development.

3.5 Integrate other industrial structures of rural tourism economic industry

The integration of the rural tourism economic industry with other industrial structures is conducive to the overall economic development of the countryside. With the help of tourism, the industry will be active, and the rural revitalization policy will be better implemented to make contributions to the overall development of the countryside.

The development of rural tourism is not only the development of tourism, but also the relevant departments should incorporate the development of tourism into other economic and industrial development plans and programs. For example, integrate the construction industry and be responsible for the infrastructure construction and billboard production of rural tourism. In addition, rural tourism is also a labor-intensive industry, which has developed well in reducing local employment pressure and transferring surplus labor.

4. Conclusion

To sum up, the development of rural tourism industry in the context of rural revitalization is a long-term work. Relevant departments should actively build a rural tourism industry system with integrated development of industries, and achieve high-quality development of rural tourism economy and promote the healthy development of rural economy by strengthening infrastructure construction, protecting the ecological environment, clarifying tourism characteristics, paying attention to brand construction, and integrating other industrial structures.

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