

A Study on the Optimization of Rural Tourism Industry Based on Social Reproduction Theory ——A Case Study of Sankui Town, Taishun County

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Abstract: Taking Sankui Town, Taishun County as the research object, social reproduction theory as the ethical guidance, and using field investigation method to study the current situation of rural tourism industry development in Sankui Town, Taishun County. The main conclusions are as follows: 1) The balance of rural tourism industry development in the study area is not enough, many of them are directly from the first industry to the third industry “violent” transformation, without cultural tourism resources, resulting in low tourist acceptance. At the same time, the structure and layout of the industry are also relatively unreasonable, and the cooperation efficiency between rural tourism industries is not enough. There is also a risk of chain breakage in the supply of industrial chain, and there may be a possibility of forming a tourism island. 2) In rural tourism areas similar to the study area, we should be vigilant, after a relatively high cost investment in rural tourism, the income is not considerable, easy to produce investment risk.

Keywords: Rural Tourism; Social Reproduction Theory; Field Investigation Method

1. Introduction

At present, under the strategic guidance of the national rural revitalization, China’s rural tourism industry has initially taken shape, but affected by macro factors such as geographical location and economy, the development scale and economic effect of rural tourism industry vary in different regions. The original tourism resources, economic and other resources are relatively scarce areas of rural tourism industry development is not satisfactory. This is an urgent problem to be solved.

2. Research Dynamics

Rural tourism is a new tourism business activity that provides urban people with sightseeing, leisure, vacation, experience, entertainment and fitness in rural areas, based on rural natural environment, pastoral landscape, farming culture, rural fishing and animal husbandry production, folk culture, ancient towns and villages, and rural life as resource bases, through scientific planning, development and design. Peng Shuzhen et al. used Marx’s reproduction theory to analyze the national rural tourism industry from a macro perspective, which has theoretical guidance significance^[1]; Zhang Wenxiao et al. studied the mechanism of rural tourism industry driving rural economic development in detail^[2]; Zhang Rui et al. used QCA’s configuration path analysis to analyze the configuration of rural tourism industry in ethnic areas^[3]. These studies provide reference and theoretical reference for the development research of rural tourism industry.

3. Research Methods and Research Area Profile

3.1 Research Methods

Field investigation method is a common research method in social sciences (such as sociology, anthropology, linguistics, etc.). It refers to the researcher going deep into a specific society or community, living with local people for a long time, using their language, participating in and observing their daily life, collecting first-hand original data, in order to understand their culture, social structure,

ideology and so on.

3.2 Research Area Profile

Sankui Town in Taishun County is a strong town of commerce and trade and transportation with rich tourism resources, cultural resources and ecological environment. The author went to Sankui Town twice for investigation in February 2023 and May 2023 respectively, and conduct interviews with tourists and local residents separately.

4. Social reproduction theory analysis of rural tourism industry

4.1 Crop production

The constant capital input for crop production is water, seeds, auxiliary production commodities (pesticides, fertilizers, etc.), the farmland in the research area is adjacent to the river, and the irrigation water is diverted by canals. The construction of canals is financed by the government and belongs to public welfare facilities. There is no capital input, so the constant capital for crop production is seeds and auxiliary production commodities.

The crop production in the research area is self-produced and self-sold by farmers, so there is no input of constant capital.

Crop production is the first department for tourism. The surplus value generated by crop production, except for the consumption of farmers themselves, cannot realize the transformation of surplus value if it cannot be sold, and it is not counted in the surplus value. In fact, in the simple reproduction process of rural crop production under the self-produced and self-sold mode, most of the surplus value generated is consumed by farmers themselves. Except for a small part of the surplus value that can be traded to make up for the seeds and auxiliary production commodities in the constant capital, the surplus value realization is more difficult. Moreover, due to the existence of realistic objective factors such as small land stock for planting, it is more difficult to realize expanded reproduction.

4.2 Accommodation industry

Accommodation industry in rural tourism mainly represents homestays. In fact, China's homestay industry has a good development momentum. In accommodation industry, constant capital input includes land cost, construction and decoration cost, infrastructure supporting construction cost, procurement cost and operation and maintenance cost (including first-class input commodities such as water, electricity, gas, etc.), variable capital part mainly includes wage input of employees and managers. The surplus value is business income.

Accommodation industry itself is an industry with a long investment return cycle. The ratio of investment in constant capital and variable capital usually exceeds 10:1 in the first year. Moreover, there is no actual return during construction period. In fact, accommodation industry development in research area is a big problem. There was a case where developers ran away from their homes in research area. It is still in a state of unfinished construction. This event has a great impact on accommodation industry development in research area. Accommodation industry has a large investment in constant capital. However, if capitalists can quickly realize surplus value to make up for initial investment in constant capital during surplus value accumulation process, then cost input will be reduced in later operation period. Only operation and maintenance cost and part of loss goods procurement cost in constant capital and variable capital are needed to realize surplus value. Therefore, capital accumulation of accommodation industry is a typical sigmoid function model.

4.3 Catering industry

In rural tourism, the definition of catering industry is not much different from the actual definition. In the catering industry, the constant capital part includes venue rental costs, first-class commodity input costs (including agricultural products, water, electricity, gas, etc.), procurement costs and operation and maintenance costs. The variable capital part is the wages of managers and employees, and the surplus value is the operating income.

In fact catering industry in research area mainly takes form of farmhouse and stall. Site mainly uses self-living housing so site rental cost can be excluded in constant capital. Catering industry is an industry with low entry threshold. Catering industry in research area is very competitive. Homogenization is serious and quality is uneven. In rural tourism catering is most attractive industry for tourists. Many tourists' purpose of rural tourism is mainly to taste rural food. Moreover catering industry and crop production can

realize internal supply and demand closed loop. Reasonable planning of industrial layout can effectively reduce problem that surplus value cannot be realized in crop production. At same time cash flow of catering industry is relatively fast which can effectively promote capital flow of other industries in rural tourism industry. It can be said that it is pillar industry of rural tourism industry.

4.4 Transportation industry

In fact, tourism can be said to have developed on the shoulders of the transportation industry. In the transportation industry, the constant capital part includes equipment costs, construction costs, first-class commodity input costs (including water, electricity, fuel, etc.), procurement costs and operation and maintenance costs. The variable capital part is the wages of employees and managers, and the surplus value is the operating income.

In rural tourism transportation industry mainly provides government supporting construction has less interaction with other tourism industries at commodity level surplus value realization also basically used for constant capital variable capital part belongs to simple reproduction activity unless local economy develops well otherwise it is impossible to realize expanded reproduction in short term. In fact with popularity of private cars rural tourism realized by public transportation has become small-scale most tourists mostly use private cars self-driving mode.

4.5 Entertainment industry

In definition of rural tourism like dance halls billiard rooms and other entertainment venues rural development conditions are actually not as good as cities so we should develop entertainment industry with rural characteristics such as farming study for students busy farming experience for urban residents etc. In the entertainment industry of rural tourism, the constant capital part of different types of entertainment industry varies greatly, and the variable capital part is mainly the wages of managers and employees, and the surplus value is the operating income.

In fact in entertainment industry of rural tourism variable capital input is much larger than constant capital input may rely on innovation can rely on small piece of farmland to carry out large-scale entertainment activities this depends on wisdom innovation of planners. According to related theory of capitalists chasing surplus value in political economy capitalists tend to do something in variable capital they always want to rely on small investment to get more surplus value this is not advisable in entertainment industry of rural tourism entertainment industry itself is an industry dominated by humanistic thought excessive exploitation is often not conducive to development of entertainment industry of rural tourism.

5. Conclusion

Based on above research findings research area rural tourism industries development balance degree is not enough many are directly from first industry to third industry “violent” transformation without cultural tourism resource foundation leading to low tourist acceptance degree. At same time structure layout of industries are also relatively unreasonable cooperation efficiency between different industries in rural tourism is not enough. There are also risks of breaking chain in industrial chain supply which may form possibility of forming Tourist Island.

At same time similar research area rural tourism areas should be alert after relatively high cost investment in rural tourism income generated is also not significant easy to produce investment risk.

References

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