

Study on the Sustainability of Rural Tourism under the Background of Rural Revitalization

YANG Xuyan, GONG Na*

Guizhou Normal University, International Tourism And Culture College, Guiyang, Guizhou, 550025, China

Abstract: For a long time, the Communist Party of China Central Committee and the State Council have attached great importance to rural development. At the report of the 19th National Congress, the Communist Party of China clearly pointed out that we should firmly "implement the Rural Revitalization Strategy" and "adhere to the priority development of agriculture and rural areas". With the improvement of rural ecological environment and the development of economic construction, rural tourism has become more and more popular among the public, and has become one of the important pillars of Rural Revitalization and poverty alleviation. At the same time, rural tourism has greatly increased villagers' income, improved villagers' quality of life, and improved villagers' happiness index. It can be seen that the rural tourism industry and the implementation of Rural Revitalization Strategy promote each other, and the positive development of rural tourism is the only way to promote the construction of new socialist countryside. This paper discusses how to realize the sustainable development of rural tourism in the context of Rural Revitalization from the perspective of the long-term significance of rural tourism to Rural Revitalization and the ways to develop rural tourism.

1 Introduction

In October 2005, the Fifth Plenary Session of the 16th CPC Central Committee put forward the construction of new socialist countryside as a major task in the process of China's modernization for the first time, and began to implement the construction of new countryside in an all-round way. So far, China's rural construction ushered in a new situation. In October 2017, general secretary Xi Jinping made clear in the nineteen major reports of the party that "implementing the strategy of Rural Revitalization" and "adhering to the priority development of agriculture and rural areas" require us to build a new socialist countryside with "thriving industry, livable ecology, civilized rural style, effective governance and comfortable life". At the end of 2017, the central rural work conference was held, which proposed for the first time to take the road of Socialist Rural Revitalization with Chinese characteristics, and described the grand blueprint of rural economic, ecological and other construction in the future. In September 2018, the CPC Central Committee and the State Council issued the "strategic plan for Rural Revitalization (2018-2022)" and issued a notice, requiring all regions and departments to seriously implement it in combination with the actual situation. In February 2021, general secretary Xi Jinping pointed out that "revitalization of the countryside is a major task for the great rejuvenation of the Chinese nation". In the wake of the comprehensive victory of China's strategy of tackling poverty alleviation, the revitalization of the countryside has become the focus of the work of the Central

Committee of Agriculture, rural areas and farmers. At the same time, the establishment of the National Rural Revitalization Bureau in Beijing reflects that the party and the country have comprehensively promoted rural oscillation. We are determined to promote the development of China's economy, as well as our foresight in strategic deployment and keeping pace with the times.

There is no unified definition of rural tourism in the industry. From the perspective of international identity, there are two definitions that are more accepted by the industry: one is the definition of "rural tourism" by the world economic cooperation and Development Organization (OECD), which points out the unique selling point of "rural nature" of rural tourism and emphasizes that the essence of rural tourism is its rural nature, which points out a clear path for the product planning and marketing of rural tourism. Second, the World Tourism Organization defines rural tourism as the process of rural experience, learning and staying. The above definition expounds the project category of rural tourism, and provides the direction for the development of rural tourism projects. Combined with the actual situation of rural tourism development at home and abroad, domestic scholars have also made their own definition, focusing on rural culture, stay activities, experience ecological environment and so on. To sum up, the definition of rural tourism in the industry is reflected in a relatively rich form, and is becoming more and more perfect with the change of social practice and theory.

Rural is not only the starting point of rural revitalization, but also the final destination of rural tourism. Rural Revitalization is not only a comprehensive

* Corresponding author: tracygoah@163.com

road of ecological environment, rural economy, spiritual civilization, rural governance, but also a diversified road. Rural tourism not only covers the first, second and third industries, but also contains profound local culture and ecological culture. The interweaving of modern civilization and local culture provides fertile land for rural tourism. Actively developing rural tourism is an effective way to promote the construction of new socialist countryside. Rural tourism industry and the implementation of Rural Revitalization Strategy support each other and make progress together. From the perspective of rural tourism, the author explores the long-term significance and realization mode of Rural Revitalization Strategy, and from the problems of rural tourism development, seeks solutions and ways of sustainable development of rural tourism.

2 Long term significance of rural tourism to Rural Revitalization

Rural tourism is forming a new growth pole of rural economy. China has been a big agricultural country since ancient times. The rural economy mainly relies on the promotion of agricultural development, and the proportion of the secondary and tertiary industries is relatively small. With the emergence of rural tourism, the structure of rural economic development began to change. Tourism has always been known as the "never declining sunrise industry". At the same time, tourism is also considered to be a labor-intensive industry. Whether it is urban tourism or rural tourism, tourism economy has a significant boost to the local economy. The large-scale development of rural tourism promotes the upgrading of rural economy and industry, and also brings economic income to the villagers engaged in tourism related services. Relying on the special advantages of rural tourism resources, it is an important path for rural reconstruction to vigorously develop rural tourism which is mainly attracted by agricultural production process, rural landscape and farmers' life. As a new source of rural economic income, rural tourism economy is booming, and gradually forming a new rural economic growth pole.

Rural tourism provides an opportunity for building a beautiful new countryside. New rural construction is not only reflected in economic development, but also in the protection and improvement of rural ecological environment. A few years ago, in order to develop industry, factories with low cost, high pollution and high energy consumption were moved from the city to the countryside. A large area of factories and workshops began to rise. The countryside once became the synonym of "dirty, chaotic and poor". The eroded local cultures due to the development of a massive and money-oriented tourism with less attention on the environmental damage^[2]. It is not worth the loss to neglect the ecological environment for the sake of economic development. With the national attention to the ecological environment, "the construction of a beautiful new countryside" has been put on the agenda, and rural tourism provides an opportunity for the construction of a beautiful new countryside. Thirdly, the rural civilization construction of harmonious coexistence

of "people people, people things, people land" committed to rural revitalization is similar to the rural beautification, residents hospitality, and environmental landscape implemented by tourism-oriented villages^[3].

Rural tourism gives birth to the upsurge of "homecoming culture". The differentiation and imbalance of urban and rural development is the basic background of Rural Revitalization in China^[4]. The high population density, high consumption and high pollution of urban development force urban people to "escape from the city", forming the biggest demand power of rural tourism development. With the help of the platform of rural tourism, the local culture gradually faded out of people's sight began to get a new understanding. On the one hand, the return of local culture is due to the increasing urban pressure and the awakening of the public's "nostalgia" again. On the other hand, it is inseparable from the correct decision of the rural leading group, seizing the opportunity of rural tourism development, changing the demand power into the supply source, and exporting the "discard the dross" of local culture to the public.

3 How to realize rural tourism in Rural Revitalization

Industry nurtures agriculture and cities return to the countryside. If rural tourism wants to find a unique way in rural areas, it must rely on the help of industry and city. Agricultural and sideline products should not only be self-sufficient, but also be marketed and packaged into the market; ecological breeding should not only retain its original ecology and pure nature, but also pay attention to the protection of the ecological environment; rural infrastructure should be complete, but not flashy and extravagant. Using advanced industrial technology to promote the industrial upgrading of agriculture, relying on a large number of urban tourism demand to increase rural tourism passenger flow, has great practical significance for breaking the urban-rural dual structure and precision poverty alleviation strategy.

Take the road of characteristic rural tourism and refuse to follow the same pattern. With the upsurge of rural tourism, "characteristic towns" have sprung up all over the country, followed by not only the short-term rise of regional economy, but also the problems of similar towns and the flooding of low-level tourism projects. The planning of rural tourism is inseparable from the support of government policies and the decision-making of grass-roots cadres. In order to develop rural tourism as soon as possible, some areas blindly imitate and copy it, regardless of their own conditions. In the end, it is only a flash in the pan, and some areas and projects to be planned become "unfinished buildings". It not only wastes public resources, but also destroys the ecological environment. In the long run, the attraction of rural tourism to tourists will be greatly reduced. As long as we deeply explore the rural culture, we can create tourism products that highlight the characteristics of rural culture^[5]. Typical cases, such as the "five golden flowers" rural tourism cluster in the suburbs of Chengdu, create rural tourism products with local characteristics around the "flower" culture, with

distinct positioning and novel combination, which can attract different tourists.

Optimize the industrial structure of rural tourism and promote the balanced development of rural tourism. With the continuous improvement of people's living standards, the main contradiction of the country's economic and social development has changed. The main contradiction of China's tourism has changed into the contradiction between people's growing demand for a better life in tourism and unbalanced and inadequate tourism development. The level of tourists' demand for rural tourism is no longer extensive and low-level entertainment projects, but turns to deep-seated leisure tourism. It is necessary to upgrade the rural tourism industry. A number of tourism products with more characteristics, charm and characteristics of the times, such as boutique B & B, rural resort, garden theme park, and country club, begin to appear, and gradually become the focus of rural tourism Focus. The strong comprehensiveness of tourism provides a practical basis for the association between rural tourism and regional agriculture, culture, pension and other industries, and promotes the further improvement of the production efficiency of rural tourism [6].

4 How to maintain the sustainability of rural tourism

Taking advantage of the information age, rural tourism has become the "decompression package" of the city. Rush to work crowd, high-rise streets, endless traffic, as if has become a hallmark of modern cities, this development has also led to the city's high pollution, high pressure. Where there is demand, there is supply. With the natural scenery, simple folk customs, green and healthy food in the countryside, more and more people begin to flee from big cities and come to the countryside to look for fresh air, green food and ecological scenery on holidays. In the era of "traffic is king", various network platforms provide opportunities for the promotion of scenic spots. For example, Ding Zhen, a Tibetan boy who has become popular on the Internet recently with a 10 second smile video, has now become the tourism ambassador of his hometown Litang County, Sichuan Province. In order to promote their hometown tourism, the provincial tourism official media have offered Ding Zhen an invitation to visit. For a time, news about tourism publicity all over the world emerged in an endless stream, and Ding Zhen's hometown, Litang County, Sichuan Province, set a new air ticket booking volume two or three times more than the previous National Day golden week. This benign competition not only provides a hotbed for tourism development, but also fully embodies the unique charm and strong communication power of the Internet age. In the past, the rural network was underdeveloped, unable to access the rich resources and information from the outside world. Rural tourism was close to traditional platforms such as mutual recommendation of tourists or local paper media. Nowadays, with the rapid development of information network, the whole network coverage has been realized in the village, which brings convenience to rural tourism publicity. Not only that, the local products in rural areas

can also be delivered to cities all over the country through convenient logistics, so that city people can eat green and healthy farm food at any time. It can be said that the development trend of rural tourism in the information age is the east wind. With the help of network and logistics, rural tourism will burst out a more powerful force.

Keep the local culture and carry forward the positive energy of the countryside. Since ancient times, there has been a saying that "falling leaves return to their roots" in China, and there are many literary classics about "homesickness", including the shadow of local culture. Due to the development of rural economy and the progress of social civilization, some of the original rural customs have gradually abandoned their dress. What people see in rural tourism is not "dirty, chaotic and poor", but a thriving new countryside. Rural areas have also begun to "stress civilization and establish a new style", the level of academic education has been improved, and some characteristic villages have promoted and inherited traditional handicrafts. Rural people rely on their hard-working hands to operate tourism related industries such as farmhouse, non-staple food shops and specialty outlets at home. Rural people begin to accept urban tourists, recognize the good benefits brought by tourism, and are willing to share the daily life of rural people with tourists. This kind of positive interaction between urban and rural areas not only eases the regional contradictions, but also promotes the cultural exchanges between different places. We should not only develop the economy, but also attach importance to the spread of culture. We should pay more attention to the cultural development of rural marginalized areas and carry forward the positive energy of rural areas.

Keep up with the trend of the times and respond to national policies. Whether in China's urban or rural areas, the rapid development of regional economic capacity tourism providers, placing of tourism progress, if not keep up with the trend, it is easy to drown in the tide of the times. To develop rural in higher position in national p coordination of inter-sectoral linkages and promotion of rural/village tourism for sustainable development^[7]. "Rural Revitalization", "ecological civilization construction", "new rural construction" and other policies are closely related to rural development and rural tourism. As the saying goes: to be rich, build roads first. Now, the road at the foot of the village has been connected, the spiritual road can not be forgotten. Taking the road of socialism with Chinese characteristics and taking the road of "Rural Revitalization" is the embodiment of the response of rural tourism to national policies. Only under the guidance of the national policies, can rural tourism stand out in the diversified tourism market and make continuous development and progress.

5 summary

The development of rural tourism is not only in line with the background of rural revitalization, but also conducive to the construction of new socialist countryside. With the promotion of the National Rural Revitalization policy and the upsurge of "returning home culture", rural tourism is gradually forming a new rural economic growth pole. At

the same time, the development of rural tourism should rely on advanced information technology, pay attention to the dissemination of rural culture, and carry forward the positive energy of rural tourism. Under the guidance of the national policies, take the road of socialism with Chinese characteristics, take the road of "Rural Revitalization", rural tourism can stand out in the diversified tourism market, and continuous development and progress.

References

1. Hu,J. (2018) Rural reconstruction in the context of tourism.J.Journal of Tourism,33:1-4.
2. Astawa I P ,Triyuni N N ,Santosa I D M C. (2018) Sustainable tourism and harmonious culture: a case study of cultic model at village tourism.J.Journal of Physics Conference,953.
3. Huang,X J. Zhao,X D. (2018) Key elements of tourism rural construction and Rural Revitalization Strategy. J. Journal of tourism,33:5-6.
4. He,X F. (2018) Several issues on the implementation of Rural Revitalization Strategy. J. Journal of Nanjing Agricultural University, 18:19-26.
5. Peng,S S. (2016) Current situation and development strategy of rural tourism in China. J. Journal of Yangzhou University,20:94-98.
6. Wang,S M. Kang,D X.Cheng,J L. (2020) "Two mountains theory" compose a new chapter of rural tourism.J.Journal of tourism,35:9-12.
7. Syed,A.(2016)Tourism for Sustainable Development in Zambia.J.International Journal of Research in Economics and Management,6:10-12