On the High-quality Development of Rural Tourism under Rural Revitalization

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Abstract: In order to promote the coordinated development of economy, China has put forward the strategy of rural revitalization, which mainly focuses on the development of rural industries, and brings greater promotion to the rural economy by exploring the characteristic industries of rural areas. As one of the ways of rural development, rural tourism can bring great contribution to the revitalization of rural areas, but there are still some problems in the process of developing rural tourism. How to take effective methods to ensure the high-quality development of rural tourism has become an urgent problem to be solved. On this basis, this paper discusses the high-quality development of rural tourism under the background of rural revitalization, and puts forward relevant suggestions.

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With the progress of the times and the development of society, tourism continues to grow, and the economic income brought by tourism has brought great contribution to China’s economic growth. As a new form of tourism development in China, rural tourism has a lot of room for development. However, with the continuous improvement of people’s living standards, people have new requirements for the quality of rural tourism, so in order to adapt to the development of the times, rural tourism should make innovations and improve the quality of development. Only in this way can we bring stable economic growth to the countryside. Therefore, under the background of rural revitalization, it is of great practical significance to discuss how to improve the development quality of rural tourism.

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1. The Importance of Improving the Quality of Rural Tourism in the Background of Rural Revitalization

The strategy of rural revitalization is to contribute to the economy of the countryside by mining the special industries of the countryside, and the tourism industry in China is currently in a booming state, so developing tourism resources in the countryside and improving the quality of tourism can develop the countryside culture and bring great economic benefits to the countryside. Compared with urban tourism, rural tourism can bring consumers a different feeling, the countryside has a unique local customs and special products, and rural tourism has a more natural atmosphere than urban tourism, so people can get closer to nature to feel the purity of nature. Therefore, we can continue to improve the quality of rural tourism and attract more consumers to improve the popularity of the countryside, thus bringing better opportunities for the development of the countryside. Improving the quality of rural tourism not only responds to the needs of rural revitalization strategy, but also promotes the development of tourism from another aspect. Therefore, it is very important to improve the development quality of rural tourism under the background of rural revitalization.

2. The Reasons That Affect the Development Quality of Rural Tourism under the Background of Rural Revitalization

(1) Inadequate Implementation of Relevant Policies Leads to Weak Tourism Foundation

Although our country has certain policy support for rural development, but at present the state provides few policies for the construction of rural tourism. Moreover, for some villages, there is still the phenomenon that the implementation is not in place, which will lead to the shortage of funds in the process of rural tourism construction, resulting in imperfect infrastructure of rural tourism. This will have a significant impact on the quality of the development of rural tourism.

(2) Lack of Innovation in the Development of Rural Tourism

In order to respond to the call of rural revitalization strategy, many villages actively carry out rural tourism, which will lead to severe competition in the rural tourism market. Many industry competitors have joined the industry, making the development of rural tourism seriously homogenized. In the long run, even if rural tourism has been developed for a certain period of time, there will be no long-term benefits. The reason for this phenomenon is the lack of high-end talent in the countryside and the lack of talent to innovate and plan the development of tourism. The
current rural tourism management is still applying some of the old development concepts only focus on the current interests and do not make long-term plans, which will limit the development of rural tourism and reduce the quality of development.

(3) Restrictions on the Development of Rural Tourism

Although rural tourist attractions are very concerned by consumers, due to the poor infrastructure in some villages, so there will be restrictions in the development of scenic spots: some areas of traffic, catering, accommodation and other living facilities cannot meet the requirements of self-built scenic spots or project development, which will have a certain impact on the development of scenic spots. At the same time, the rural land is limited, if the tourists are full, it will greatly reduce the sense of experience of tourists, resulting in the loss of rural tourism, thus reducing the quality of the development of rural tourism. In addition, although the development of rural scenic spots will bring economic benefits to the countryside, it will inevitably bring corresponding environmental damage, and because of this, some villagers refuse to develop rural tourism. Finally, some rural tourism resources are scarce, and rural tourism cannot be developed well in the local area, which will affect the development of rural tourism.

3. Specific Measures to Improve the Quality of Rural Tourism Development in the Background of Rural Revitalization

(1) Strengthen Government Investment and Improve Infrastructure Construction

In order to develop rural tourism, we need to improve the relevant infrastructure, which requires the relevant local departments to increase the investment and constantly improve the relevant policies, so that villagers can better cooperate with the requirements of rural tourism construction and participate in the construction of rural tourism together. Some regions should reasonably use the funds for infrastructure construction, and only after improving the infrastructure can we lay a good foundation for the development of rural tourism.

(2) Make Full Use of Characteristic Resources to Develop Rural Tourism

To carry out tourism development in rural areas, it is necessary to make full use of local resources to build rural scenic spots. In the process of the development of tourism resources, combined with the characteristics of regional development, the local customs and special local culture of the region are integrated into it. In this way, we can give better play to the advantages of rural tourism, so as to improve the competitiveness of rural areas and let more consumers travel to this re-
region. In addition, the local should make full use of relevant technology to build their own rural brand, give full play to the brand advantages of the region to maximize the economic benefits of rural tourism.

(3) Establish the Concept of Healthy Development and Adhere to Long-term Development

Lucid waters and lush mountains are invaluable assets. In order to bring higher economic benefits through tourism, the countryside should develop tourism on the basis of adhering to healthy development. Only on the basis of protecting the environment can we obtain long-term development. Therefore, when developing tourism resources, we should avoid excessive development of natural resources, pay attention to protecting the ecological environment, achieve balanced development of economic and ecological benefits, avoid wasting resources in the development process, and make reasonable use of tourism resources for development. In addition, in the process of rural tourism, we should pay attention to the protection of the environment, to open relevant departments in tourist attractions to monitor tourists, to remind some uncivilized phenomena, so that tourists can strengthen environmental awareness and protect the ecological environment, so that sustainable development can be achieved. Finally, when carrying out rural tourism, the relevant departments should take a long-term view and should not be limited to the immediate economic interests. At the same time, we should also regard tourism as the basic industry of rural revitalization, so as to develop the commodities and characteristic economy in the region, create characteristic brands belonging to the region, and enrich the content and form of rural tourism to meet the tourism needs of different consumers. It is also necessary to strengthen the links between rural tourism and other industries and create high-quality tourism products in order to improve the competitiveness of the region, so as to improve the quality of tourism development and achieve sustainable development.

(4) Strengthen Innovation and Develop a New Development Model of Rural Tourism

Due to the serious competition in the rural tourism market, only by constantly strengthening innovation and improving the quality of tourism can we better add power to the development of rural tourism. Government departments should take relevant measures to innovate the development model of rural tourism, combined with local characteristics of resources, the application of relevant development models can make the long-term development of rural tourism. In addition, the government should increase financial support and train relevant innovative talents, who are the key factors in the quality development of rural tourism. Through the cultivation of innovative talents, the overall quality of rural areas can be improved. Pro-
vide intellectual and human support for the development of rural tourism, so as to improve the quality of rural tourism. Finally, in the process of the development of rural tourism, we should strengthen the application of high-tech technology, let relevant practitioners receive training, master the application methods of relevant technologies, and then apply these technologies to effective rural management, so as to improve the quality of rural tourism development.

4. Conclusion

To sum up, the development of rural tourism can bring great impetus to the revitalization of the countryside, and making innovations to the development of rural tourism can greatly improve the quality of rural tourism. In this regard, the relevant departments should increase investment, give support from policies and funds, continuously develop local tourism resources to lay a good foundation for the development of rural tourism, and strengthen innovation in the process of development, so as to combine tourism with other industries to boost the development of rural economy. In addition, we should focus on the training of innovative talents, and constantly improve the comprehensive ability of practitioners, so as to better bring development momentum for rural tourism, and thus achieve sustainable development of rural tourism.

Works Cited