

China's Village Tourism Marketing Strategy under the Rural Revitalization Strategy

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ABSTRACT

Since the 19th National Congress of the Communist Party of China, in order to develop the urban and rural mechanism, local governments have constantly established and improved diversified ways to promote rural revitalization through the development of rural tourism, laying a good foundation for rural development. This paper discusses the construction and development of rural tourism from the national level, and explores the marketing strategy of China's village tourism market under the strategy of rural revitalization using the pyramid theory, hoping to provide relevant suggestions for the development of China's village tourism market.

KEYWORDS

Rural Revitalization; Village tourism; Marketing management

1 Introduction

In recent years, with the continuous development of rural tourism, the number of recreational agriculture and rural tourism receivers in various parts of China has been increasing. At the national level, various signals are frequently released to promote the development of rural tourism, and corresponding incentive policies are issued, making rural tourism the most potential, the most powerful and the broadest beneficiary areas in China's tourism development. The proposal of the strategy of rural revitalization has laid a good foundation for the development of village tourism in our country, and has pointed out the direction for its future development. The development of village tourism can effectively promote the implementation of the strategy of rural revitalization, vigorously develop village tourism, make full use of the rich natural environment of rural tourism, strengthen the rational utilization and development of rural development construction, and effectively help the implementation and development of the strategy of rural revitalization. In the process of promoting the construction of new countryside, the state has strengthened the steps of building beautiful countryside, and in this process, has also laid a good foundation for the development and construction of rural tourism in various regions. By promoting the continuous optimization of rural scenic areas, we can effectively improve the construction of rural public infrastructure, continuously strengthen the protection of the rural surrounding environment, and promote the construction and development of beautiful countryside.

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2 Construction of Nationwide Rural Tourism

Data from the State Tourism Statistics Bureau and the State Council's Poverty Alleviation Office show that since the 12th Five-Year Plan, China has vigorously developed rural tourism construction, enabling more than 10 million poor people to get rid of poverty and become rich, accounting for more than 10% of the total poor population. Statistics from the Ministry of Agriculture show that since 2015, more than 2.2 billion tourists have been received in the development of various types of rural tourism and leisure agricultural tourism throughout the country, with a total business income of more than 440 billion yuan, helping 6.3 million people to increase employment opportunities. Since the 1980s, the tourist attractions around various types of cities have gradually been effectively developed. Rural tourism has played a very important role in the development and construction of tourism in China. With the continuous creation of various types of farm music, theme accommodation and other ways, rural tourism has achieved good development, and gradually introduced all kinds of modern elements, making rural tourism continue to innovate and develop. Therefore, rural tourism has risen to the national strategy, through the development and construction of rural tourism, change the production and lifestyle of rural peasants, and promote the development of various rural infrastructure and public services facilities. Vigorously developing rural tourism construction can lay a good foundation for rural revitalization. Because the development of rural tourism is less constrained by resources, peasants' daily production and living and the surrounding natural landscape can produce certain tourism values. The poorer the rural areas, the more traditional customs and habits and traditional buildings are retained, the more primitive the natural environment is, and the more in line with the various pursuits of people's modern tourism. By developing rural tourism, we can drive the development and construction of various rural infrastructure and optimize the rural living environment.

In the process of promoting rural revitalization, local governments at all levels actively promote the development of rural tourism construction, and organize local tourism and agricultural functional departments to make scientific and rational plans for rural tourism construction by constantly strengthening the guidance of the government. Through effective coordination and propaganda, the government can guide rural tourism to actively carry out all kinds of marketing work, and attract more tourists to the local tourism. Through a variety of ways, various types of tourism cultural creation products are continuously created, which enables the tourism resources to fully reflect the local regional characteristics, develop rural tourism products, and constantly incorporate various cultural elements such as rural folklore. Through active innovation and development, new development concepts are integrated into all kinds of rural tourism products. The essence of development is to bring people a new experience, so in order to effectively promote the innovative development of rural tourism and marketing, various places continue to enrich people's experience in tourism planning. In a diversified way, people can fully feel the rural vacation and leisure lifestyle, thus promoting the experience marketing of rural tourism.

3 Symbiosis System Model

Through the study of symbiosis theory, this paper finds that the symbiosis system model is used to analyze the development status of rural tourism in China, and under the strategy of rural revitalization, it explores the marketing strategies of rural tourism market in China, so as to promote the sustainable development of rural tourism symbiosis model. On the one hand, the Rural Revitalization Strategy promotes the development of rural areas, makes all kinds of infrastructure gradually perfect, and lays a good foundation for the development and construction of rural tourism. On the other hand, due to the diversified marketing of rural tourism market, people pay

more and more attention to rural tourism and promote rural development and construction through rural tourism, thus laying a solid foundation for the implementation of the Rural Revitalization strategy. In order to implement the model construction of rural tourism symbiosis system, it is necessary to scientifically and reasonably plan and design rural tourism, fully develop and protect the local environment, and realize the effective cycle of the whole process, so as to promote the symbiosis development of rural tourism and Rural Revitalization strategy.

The development of rural tourism is based on a good ecological environment, which is also an important part of the symbiosis system to achieve sustainable development. In the process of pursuing the development of rural tourism, some regions ignore the protection of the ecological environment and have achieved more economic benefits in a short time, but have caused serious damage to resources. The local characteristics of rural tourism satisfy people's diverse spiritual needs, enrich the human spirit by participating in various experience activities, but in the process of continuous development, many developers tend to perform local customs and customs to cater to the novelty-seeking mentality of tourists, causing people's misunderstanding of local culture and gradually losing local cultural characteristics in some areas. Because the sustainable development of rural tourism involves many stakeholders, marketing planning of rural tourism will be affected by many factors. In view of these problems, using the symbiosis system model of sustainable development of rural tourism, we can find the influencing factors of the development of village tourism market in China. Under the background of the Rural Revitalization strategy, the quality of rural tourism symbiosis units in our country is not high, the symbiosis interface is not perfect, the overall mode is not stable, and energy shortage occurs.

4 China's Rural Tourism Market in the Strategy of Rural Revitalization

On the basis of vigorously implementing the strategy of rural revitalization, we need to make full use of the advantages of rural tourism, better serve the local actual environment for tourism development, and give full play to regional characteristics. With the help of modern platforms, we should actively promote the marketing of village tourism, continuously expand the channels of publicity and promotion, make the development of tourism and commercial development mutually beneficial, attract more tourists, enrich the development of tourism and enhance the sense of experience of tourists. By collecting all kinds of high-quality resources and giving full play to regional characteristics, rural tourism and agriculture can be deeply integrated. The high quality development of village tourism can be achieved by introducing characteristic experience tourism.

As one of the methods to promote the implementation of the Rural Revitalization strategy, tourism can effectively promote the continuous development of related industries, increase local employment, help people fight poverty, and promote the rapid development of local economy. While continuing to develop the rural tourism market, we should fully respect the basic laws of rural tourism and, according to the basic characteristics of the Rural Revitalization strategy, select suitable ways for the development of local tourism and continuously integrate multiple industries. Promoting the propaganda and popularization of characteristic tourism resources makes the rural tourism gradually present high-quality development of industrialization, and better help the development of rural industry, talent, ecology and other aspects.

5 Conclusion

Since the implementation of the rural revitalization strategy, tourism, as a representative development mode, has a close relationship with the development of agriculture, rural areas and

farmers. As an important hand in the strategic development of rural revitalization, rural tourism can effectively promote rural development and construction. The proposal of the rural revitalization strategy has laid a good foundation for the development of rural tourism. The scientific and reasonable planning of rural tourism can effectively improve the rural living environment, constantly improve the planning of infrastructure, traffic roads, ecological environment and other aspects, and has a good role in boosting the development of local characteristic industries. The strategy of rural revitalization has constantly enhanced the vitality for the development of tourism, enabling tourism to obtain more support. The development of tourism has also constantly promoted the promotion of many areas in rural areas, which is conducive to improving rural conditions. Under the strategy of rural revitalization, the two have formed a mutually beneficial symbiosis model, which can effectively improve the sustainable development of rural tourism through diversified marketing methods.

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