

Research on the Interaction Mechanism between Rural Tourism and Rural Revitalization

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ABSTRACT

In the overall national development strategy, rural revitalization is the top priority. Rural tourism can bring new opportunities for rural revitalization, and rural revitalization can provide an important guarantee for the quality of rural tourism. Therefore, improving the interaction mechanism between rural tourism and rural revitalization, promoting the establishment of a long-term mechanism for rural tourism and rural revitalization, and promoting the collaborative development of rural tourism and rural revitalization are important means to vigorously promote rural modernization and narrow the gap between urban and rural areas. This paper studies the interaction mechanism between the current popular rural tourism industry and rural revitalization, and discusses the relationship between rural tourism and rural revitalization, in order to explore a path for the collaborative development of rural tourism and rural revitalization.

KEYWORDS

rural tourism; rural revitalization; interaction mechanism

The rural revitalization strategy is the only way which must be passed to realize the great rejuvenation of the Chinese nation, and occupies an important position in the overall national development process. It is committed to giving priority to the development of agriculture, rural areas and farmers, and building the modernized new countryside with thriving industries, livable ecology, civilized village style, effective governance and prosperous life. As an important means to promote rural revitalization, rural tourism is an important measure to narrow the gap between urban and rural areas and realize urban-rural integration, and occupies an important position in the process of rural revitalization. The realization of rural revitalization can provide more superior development foundation for the further development of rural tourism. Promoting the interaction development of rural tourism and rural revitalization can effectively promote the process of rural modernization development and build the harmonious new countryside.

1 Rural revitalization provides important support for the development of rural tourism

The establishment of rural tourism and rural revitalization must first promote rural revitalization to form a strong help and support for rural tourism. Under the rural revitalization strategy, the central government has tilted a large number of high-quality resources to the countryside, and provided rural areas with a large amount of funds, technology and talent support, thus forming a new development opportunity for the development of rural tourism.

1.1 Optimize the Tourism Environment

Under the background of rural revitalization, the government will increase the support of funds, talents and policies in the process of rural reform, so as to provide effective support for the construction of rural living environment and provide a better development environment for rural tourism. Under the rural revitalization strategy, it is necessary to promote the change of government governance concepts, strengthen the importance of ecological environment, and provide corresponding support for the improvement of tourism environment. At the same time, the government has a relatively sufficient financial budget to support the renovation work and expert costs, and to achieve systematic regulation of the living environment in response to the overall rural development strategy. For example, it can improve the work of sewage treatment and pavement repair, and construct characteristic landscapes to form new attraction, so as to provide more favorable environmental layout and travel conditions for the development of rural tourism, and effectively improve the cleanliness and comfort of the rural environment. The government should take good care of the local ecological environment, employ special personnel to clean up garbage regularly and supervise uncivilized behaviors ^[1].

1.2 Standardize the Ecology of the Tourism Industry

In the context of rural revitalization, the relationship between ecology and economy is discussed. Rural tourism is an important idea to create economic benefits through the environment. Under the guidance of the rural revitalization policy, it is an inevitable choice for the government to improve the guidance and supervision system of rural tourism. The government's participation and rectification in the process of rural tourism can further promote the improvement of quality and efficiency of rural tourism to achieve high-quality development. First of all, under the rural revitalization strategy, the government effectively supervises the bad behaviors in the development of rural tourism. The government formulates relevant systems to supervise the tourism industry, which can regulate the bad business forms of tourism such as "ovecharging customers", unqualified health conditions and bad service attitude, order enterprises to do rectification work, thus forming effective management for the development of tourism, promoting the improvement of quality and efficiency and long-term development of tourism industry, and realizing a good industry ecology of rural tourism ^[2].

1.3 Improve the Service Level of the Tourism Industry

Under the guidance of the rural revitalization strategy, it has created extremely favorable conditions for the development of rural industries. Under the premise of industrial prosperity, it can provide tourists with a full range of high-quality services such as clothing, food, housing, transportation and entertainment. At the same time, the construction of good encounter provides tourists with a good tourism impression, promotes tourists to have a second experience and take the initiative to recommend, and promotes the further expansion of the influence of rural tourism.

2 Rural tourism vigorously promotes the process of rural revitalization

The vigorous development of rural tourism has provided a strong driving force for rural revitalization. To improve the interaction mechanism, it is necessary to realize the two-way promotion between rural tourism and rural revitalization, and achieve the all-round promotion of rural tourism to the process of rural revitalization, which is conducive to further improving the

interaction mechanism of rural tourism and rural revitalization.

First, the industry is booming. The development of rural tourism brings new consumer demands, and then contribute to the formation and development of new industries. For example, it promotes the appearance of characteristic homestays, agritainment and travel agencies to meet the consumer demand of rural tourism in accommodation. The emergence of tour guide and explanation industry satisfies the cultural needs in the rural tourism. Industries such as catering, artistic performances, and arts and crafts sales gradually realize the all-round satisfaction of consumer demands brought by tourism. The vigorous development of rural tourism has gradually formed a mature industrial chain, which contributes to the increase of the proportion of secondary and tertiary industries in rural areas, and promotes the upgrading of rural industrial structure and the industrial prosperity.

The second is ecologically livable. The development of rural tourism has certain requirements for rural living environment. The economic benefits brought by tourism promote villagers to pay more attention to ecological issues, promote villagers' independent participation in the maintenance of ecological environment, and make the rural construction achieve ecological livability. While developing rural tourism, enterprises should consciously regulate the rural environment and promote the effective improvement of environmental quality. Enterprises can use small fines to punish residents for littering, destroying flowers and trees and other environmental damage behaviors, thus forming a certain binding force on residents' behavior. At the same time, based on the necessity of tourism development, the tourism industry in the rural revitalization can greatly optimize the rural living environment and provide the villagers with an ecologically livable living environment. The third is rural civilization. The development of rural tourism must be based on local development practices. Therefore, in order to promote the development of rural tourism, it is necessary to realize the further excavation of local culture, craft and folk customs. It can promote the local traditional culture to breathe new life, promote the creative transformation and innovative development of local fine traditional culture, and form an effective guide for villagers' actions. The development of local tourism can increase the efforts to publicize excellent traditional culture, strengthen the cultural self-confidence of villagers and the village cohesion, and promote the construction of good rural civilization. The fourth is the effective governance. In the development process of rural tourism industry, the emergence of new business forms and new subjects brings new changes to the rural development, which makes the work content of rural governance more complicated. In the process of managing existing industries, villages should further improve their own management systems and management ability, provide a wide range of practical opportunities for rural self-governance ability, and promote the accumulation of rural governance experience. Therefore, it can improve the government management capacity and the management system, thus promoting the further improvement of the village self-governance system and the transformation and upgrading of the government management structure. The fifth is a well-off life. The development of rural tourism can bring a large number of jobs to rural areas, expand farmers' income channels, promote villagers to complete employment and realize income growth, and then ultimately promote the common prosperity. It also eases the pace of rural population outflow to a certain extent.

3 How to Promote the Effectiveness of the Interaction Mechanism between Rural Tourism and Rural Revitalization

3.1 Clear Development Ideas, the Government's Macro-control

In order to give full play to the effectiveness of the interaction mechanism between rural tourism and rural revitalization, it is necessary to strengthen the importance of rural tourism in the process

of rural revitalization. The government should correctly understand the relationship between rural tourism and rural revitalization, work out a clear development strategy, do a good job in macro-control, and achieve effective guidance. The government should collect practical cases of the operation of the interaction mechanism between rural tourism and rural revitalization, and analyze them in combination with specific practices of rural development, so as to conduct an all-round discussion on how to realize the mutual promotion and collaborative development of rural tourism and rural revitalization. The government should explore how rural revitalization feedback rural tourism industry to promote the quality and efficiency improvement of rural tourism. The government also needs to make clear the important role of tourism in rural revitalization, and realize that rural revitalization contributes to the development of tourism. And the government should do a good job in coordination to strengthen the deep connection between rural revitalization and rural tourism, activate the vitality of tourism, and promote the process of rural revitalization.

3.2 Promote the Long-term Development of the Interaction Mechanism

Rural tourism with high-quality development provides a strong impetus for the realization of rural revitalization, and promotes the practice of the interaction mechanism between rural tourism and rural revitalization. The government needs to fully investigate the market demand, identify the market difficulties faced by the interaction mechanism between rural tourism and rural revitalization, and explore feasible practical ways. And with the achievement of rural revitalization as the goal, the government should do a good job in resource integration for the rural tourism industry, promote the cooperation of relevant industries, and avoid the high homogenization of industries.

At the same time, through the deep integration of rural tourism and rural revitalization, the stability of the interaction mechanism can be improved. For example, in the rural tourism, the development concept of rural revitalization is integrated, the development concept of “green and pollution-free” is explored, and the clean ecological environment is emphasized. At the same time, the maintenance of the ecological environment is done well, and the ecological livability is promoted. In addition, vegetables are planted and sold based on the local environment, and are subsequently processed into vegetable juice to form new characteristics. The business of self picking fruits and vegetables can also be carried out, and the characteristics can be emphasized through brochures and decoration to achieve industrial prosperity. In the process of rural tourism development, it creates new advantages based on the current practice, realizes the integration of various subjects through the extension of the industry, and promotes common prosperity. When industry personnel enter the industry, they train for the service process and service attitude, which implements the development requirements of rural civilization, and promotes the development of rural revitalization.

3.3 Implement the Experience Summary and Optimize the Operation Process

In the operation process of the interaction mechanism between rural tourism and rural revitalization, it is necessary to supervise the effect of the working process, and regularly summarize the experience of the operation effect of the interaction mechanism between rural tourism and rural revitalization, and then carry out the dynamic adjustment. It is necessary to clarify the supervision content, and achieve the data-oriented, systematic and dynamic supervision of the process of rural tourism and rural revitalization. And by regularly inputting data and playing the role of big data, the scientific experience summary can be achieved to provide reliable guidance for work improvement. Relevant departments should be established to conduct supervision and discussion, and special

personnel should participate the discussion. In addition to the specific application of local practice, it is necessary to investigate and summarize the outside world with an open eye, selectively adopt the external results, and learn from experience to improve the specific effectiveness of the interaction mechanism between rural tourism and rural revitalization.

The improvement of relevant theoretical guidance is the premise of the implementation of the interaction mechanism of rural tourism and rural revitalization, which must be continuously integrated, optimized and adjusted. Only in this way can we promote the development of rural modernization and the overall development process of the country, and realize the collaborative development of urban and rural areas.

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