

Research on Development Strategies for Rural Tourism in the Context of Rural Revitalization

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Abstract: In the context of rural revitalization, rural tourism plays a crucial role in driving rural economic development, boosting farmers' income, and enhancing the overall rural environment. In this paper, the background and current situation of rural tourism development are analyzed through literature review and field surveys, and corresponding development strategies are proposed. The findings of this study offer valuable insights for steering the growth of rural tourism, aiming to offer support and guidance for the ongoing progress of rural tourism development and the effective implementation of strategies for rural revitalization.

Keywords: Rural revitalization; Rural tourism; Resource utilization

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1. Introduction

The rural revitalization strategy is an important national strategy proposed by the Chinese government to promote rural development, improve farmers' living standards, and achieve coordinated economic and social development between urban and rural areas. This strategy was initiated in response to the problems and challenges faced in China's rural development.

As urbanization accelerates, rural areas in China are confronted with a range of challenges, starting with population decline and labor shortages. Many young people are leaving rural areas and migrating to cities to seek better opportunities, resulting in serious rural aging and labor shortage. Furthermore, the agricultural industry's structure is imbalanced, leading to low income levels for farmers. The conventional small-scale farming management model is under strain and faces multiple challenges. Land use is also inefficient, marked by significant land fragmentation and poor agricultural production efficiency. These issues collectively render the traditional agricultural development model inadequate for the demands of the modern era, necessitating the adoption of a novel development trajectory.

Farmers are the main target of rural revitalization, and improving their living standards is an important goal of rural revitalization ^[1]. Over an extended period, farmers have faced challenges such as low income and

limited social welfare benefits. Infrastructure development, educational and medical facilities, and rural social security systems have lagged behind. Farmers' overall well-being and satisfaction require enhancement. In light of this, the investigation of rural revitalization strategies should focus on methods to raise farmers' earnings, enhance education and healthcare facilities, and establish comprehensive social security measures to elevate living standards in rural areas.

For a long time, there has been a clear gap between the development urban and rural areas in China ^[2,3]. The economy of urban areas are better developed, with relatively better infrastructure and social services, while it is the opposite for rural areas. The unbalanced development of urban and rural areas leads to the concentration of resources to cities, and rural areas are facing increasing pressure. Therefore, this study aims to promote the coordinated development of urban and rural economy and society, narrow the gap between urban and rural areas, and achieve comprehensive modernization.

Rural areas are rich in natural, cultural, and agricultural resources, which is an important basis for China's rural revitalization ^[4]. Therefore, it is crucial to utilize these resources to promote the development and transformation of rural economy. For instance, the advancement of rural tourism can leverage the inherent natural beauty and cultural heritage of rural regions, drawing in more tourists and subsequently boosting farmers' earnings. Additionally, the growth of the agricultural product processing industry can tap into the ample agricultural resources within rural locales, enhancing product value and overall competitiveness. Rural areas are an important part of China's ecological environment, and protecting the rural ecological environment is crucial to achieving sustainable development. Traditional agriculture and rural life style often destroy and pollute the ecological environment. Therefore, the research on rural revitalization strategies aims to promote the development of rural ecological balance. This involves adopting eco-friendly agricultural practices and improving the management of rural environments to create a harmonious connection between the rural economy and nature ^[5].

In short, the background of rural revitalization strategy research originates from a series of problems and challenges in China's rural development. By addressing rural issues, improving living conditions for farmers, reducing urban-rural gaps, utilizing rural resources effectively, and promoting environmental sustainability, the rural revitalization strategy aims to foster well-rounded rural development. This contributes significantly to achieving the broader goal of China's national rejuvenation.

2. Research contents and methods

2.1. Research contents

This study investigates the utilization of natural and human resources for tourism development through data consulting, field investigation, case study, data analysis, and statistics. It focuses on summarizing scholars' research findings regarding concepts, development processes, influencing factors, resource utilization modes, strategies, and more. Additionally, the study establishes a theoretical foundation for sustainable development, industrial integration, and the experience economy based on collected data and existing research results.

2.2. Research methods

2.2.1. Data access method

By referring to relevant academic journals, dissertations, national policies, and other documents, the theoretical basis, policy background, and implementation plan of the rural revitalization strategy were understood. Academic search engines were used for literature search, and literature related to the research topic was selected for reading and review. Rural revitalization strategy documents, planning schemes, and policy documents issued

by the state and local governments were read to understand the government's policy orientation and target requirements. Additionally, relevant statistical data, such as the number of rural populations, agricultural output value, and rural infrastructure construction, were collected to support the research and analysis.

2.2.2. Field research and case study method

We personally visited, observed, and investigated the areas where the research subjects were located to understand the actual situation, problems, and challenges of rural revitalization. In-depth interviews and exchanges were conducted with local farmers, village cadres, officials from relevant departments, and rural entrepreneurs to listen to their views, experiences, and suggestions on the rural revitalization strategy. The natural environment, farmland, infrastructure construction, industrial development in rural areas, etc., were carefully observed to obtain intuitive data and information. We also participated in local activities related to rural revitalization, such as agricultural exhibitions, rural tourism experience activities, farmer cooperative meetings to personally experience the local development dynamics and atmosphere.

2.2.3. Data analysis and statistical methods

Utilizing big data analysis and statistical methods, relevant data was collected and compiled, and quantitative analysis was conducted to evaluate the current status of rural economy, society, and environment. This process provided a scientific basis for the formulation of policies.

3. Results

Rural revitalization strategy has a positive impact on the development of rural tourism, mainly in the following aspects:

(i) Providing development opportunities

The rural revitalization strategy regards rural tourism as one of the important ways to promote rural economic growth, and provides more policy and financial support. This provides a good opportunity and promotes the rapid development of rural tourism.

(ii) Enriching tourism resources

The rural revitalization strategy focuses on exploring and protecting the natural landscape, cultural history and characteristic industries of the countryside, which are the core attraction of rural tourism. The implementation of the rural revitalization strategy has provided more high-quality resources for rural tourism and enriched tourism products and experiences.

(iii) Promoting infrastructure construction

The rural revitalization strategy emphasizes the strengthening of infrastructure construction, including transportation, communications, accommodation, catering and other aspects. The improvement of these infrastructure not only facilitates the visit and residence of tourists, but also improves the quality and service level of rural tourism.

(iv) Promoting the integrated development of industries

The rural revitalization strategy encourages the integrated development of agriculture, tourism, cultural and creative industries and other industries, promoting the diversified development of rural tourism. Farmers can participate in the rural tourism industry in the form of farm fun, agricultural product sales, farm experience, etc., to increase income sources.

(v) Increasing farmers' income

The rural revitalization strategy focuses on solving the problem of farmers' income, and rural

tourism, as one of the important economic growth points, provides farmers with income generation opportunities. Farmers can increase their income and improve their quality of life by developing rural tourism projects and providing tourism services.

4. Discussion

The rural revitalization strategy, being a significant strategic initiative in China's rural progress, has garnered extensive research and discourse. Scholars have engaged in discussions regarding the strategy's essence, objectives, pathways, and hurdles from diverse perspectives.

First of all, the connotation of the rural revitalization strategy has been widely discussed. Some scholars believe that rural revitalization should be centered on agricultural modernization, rural industry development, rural environmental protection, and rural civilization^[6]. However, some scholars stressed that the core of rural revitalization is the people, in which the farmers' interests, the improvement of their quality and their participation in the strategy should be prioritized.

Secondly, there are different views on the goals of the rural revitalization. Some scholars argue that rural revitalization should be aimed at increasing farmers' incomes, improving rural infrastructure and public services, and promoting all-round economic and social development in rural areas^[7,8]. However, some scholars emphasize pursuing rural modernization, breaking the imbalances between urban and rural areas, and realizing the integration of urban and rural development

Third, scholars have put forward a variety of views on the path and implementation of the rural revitalization strategy. On one hand, some scholars emphasize the leading role of the government and advocate that through policy support, capital investment and legal and regulatory guarantees, market resources should be tilted to the countryside and rural revitalization should be promoted. On the other hand, some scholars advocate giving play to the role of the market, stimulating the vitality of rural development through the market mechanism, cultivating rural industries and innovation and entrepreneurship. At the same time, some scholars have put forward specific paths such as strengthening rural land transfer, developing cooperatives and promoting rural e-commerce to promote the development of rural revitalization.

Fourthly, the rural revitalization strategy confronts a range of challenges^[9]. Notably, resource limitations, population decline, agricultural structural adjustments, and urban-rural disparities are pivotal issues within rural revitalization^[10,11]. Effectively addressing these challenges and achieving sustainable rural development is a pressing concern. Furthermore, scholars have expressed apprehensions about reconciling traditional and modern concepts, policy implementation issues, and insufficient social engagement, all of which influence the course of rural revitalization^[11].

Finally, to advance the execution of the rural revitalization strategy, the academic community has proposed several recommendations and strategies. These encompass enhancing policy research and overarching planning, bolstering policy coherence and consistency, and reinforcing rural governance system establishment. Measures to enhance farmer organization and mobilization, along with bolstering rural talent education and training, have been widely advocated. Additionally, some scholars advocate land system reforms, enhancing agricultural support structures, and promoting novel rural financial systems to facilitate the seamless advancement of rural revitalization^[12].

5. Conclusions

The implementation of the rural revitalization strategy requires the joint efforts of various parties, including the

active participation of the government and the public. Through comprehensive efforts in rural revitalization, sustainable development in rural areas can be achieved, leading to a reduction in the urban-rural gap, the creation of picturesque and habitable rural landscapes, and the ultimate realization of a prosperous society.

Disclosure statement

The author declares no conflict of interest.

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