

The Current Situation and Development of Rural Tourism

Taking Qianjiaji Village of Xinzheng City as an Example

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Abstract—Impelled by national policies, the rural tourism craze is promoted; more and more people love rural tourism whether on weekends or holidays, and they are deeply attracted by it. The rural tourism is developed across the country in diverse types and with advisable measures to local conditions, providing an example of learning and reference for future rural development. It is purposed to create better rural tourism, serve tourists and drive local economic development.

Keywords—rural tourism; Qianjiaji Village; tourism development

I. INTRODUCTION

On October 18, 2017, the 19th national congress was held to propose the “Strategic Plan of Rural Prosperity”, emphasizing the necessity of expanding rural development. The core is to improve the interest linkage mechanism, with the innovation of systems, technology and business models as driving force, and to promote the cross-integration of the primary, secondary and tertiary industries, accelerate the development and integration of agriculture and other systems based on local peasants in rural areas, show regional characteristics and rural values, and promote the comprehensive prosperity of rural industries.

Impelled by the strategic policies of rural prosperity, rural tourism has been strongly supported and developed, which makes the rural industrial structure diversified and promotes the integration and development of the primary, second and tertiary industries. Different from the traditional forms of tourism activities, rural tourism pays more attention to the experience in the tourism. Currently urban residents have become tired of the pollution and hustle and bustle of urbanism, they want to return to the original hamlet and feel the charm of nature. Rural tourism has obvious advantages, with beautiful environment and rustic folk customs, making people recalling rural life, such tourism forms are also recognized by the modern tourism market.

According to the statistics in 2016, China's rural tourism reception volume is about 2.4 billion, accounting for 54.4% of domestic tourists, from which, we can see that rural tourism is gradually developing and promoting the development of rural economy.

In 2017, China's investment in rural tourism was about 550 billion yuan, with more than 2.5 billion visitors per year, the consumption scale increased to 1.4 trillion yuan, benefiting 9 million farmers. Rural tourism has a strong vitality and development prospects, and will be more and more popular among the public.

II. OVERVIEW OF QIANJIAJI VILLAGE IN XINZHENG CITY

West Tai Mountain — Qianjiaji Village, located in the southwest of Longhu Town, Xinzheng City, Henan Province, surrounded by Tai Mountain, is a relatively successful rural tourist attraction in Xinzheng City. The scenic spot is in the rural leisure tourism demonstration zone on the ReBAM (Recreational Belt Around Metropolis), radiating a range up to 100 kilometers, including Xinmi City, Zhengzhou City and Xuchang. In terms of transportation, Qianjiaji Village is located on the west side of Dasue South Road, about 20 kilometers away from the urban center of Zhengzhou, with a range of driving only about 40 minutes. It is about 80 kilometers away from Xuchang City and Kaifeng City respectively, with a range of driving about one hour, suitable for one-day tour of self-driving tourists from the surrounding area. Qianjiaji Village boasts such titles as “Civilized Villages in Henan Province”, “China Rural Tourism Model Village”, “Ecological Tourism Village in Henan Province” and “National Ecological Culture Village” and many other municipal, provincial and national titles. (“Fig. 1”)

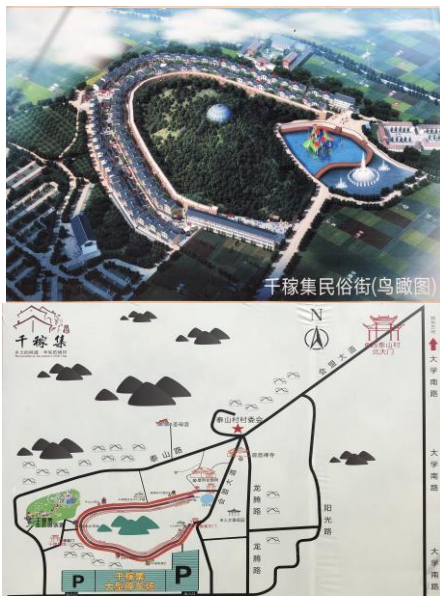


Fig. 1. Aerial view and general plan of Qianjiaji Village, image source: self-shot by author.

Since 2016, Qianjiaji Village has attracted a number of tourists from all regions of Henan and even the whole country, with the peak of daily visitors reaches 100,000 people. The village invests in the construction and operation of a series of folk culture, special performing arts and snacks, and based on recovery of historical scenes, has built homestay inns, leisure and entertainment, travel shopping and creative farms, etc.

III. THE ADVANTAGES OF QIANJIAJI VILLAGE IN TOURISM DEVELOPMENT

A. Advantages of Natural Terrain

Qianjiaji Village is surrounded by West Tai Mountain, and the entire scenic area of commercial street is built around the Tai Mountain, without destroying the original terrain, and with the building arranged in a layered state.

B. The Advantages of Historical Culture

The Qin River stems from Tai Mountain, the Chinese dragon also derives from Tai Mountain, where is the cultural, military, political and economic center for the emperors, recorded in many historical books such as the human ancestors meeting the feudal princes on the Tai Mountain, discussing the plan for unifying the world, Shang dynasty settling the capital in Youxiong, and granting titles to the ancestor from all walks of life, opening a new chapter of civilization. Here is emperors' alliance word, and as one of the tourist attractions of Qianjiaji Village, here are also Guanyin Temple, Virgin Temple and other landscapes for tourists to visit.

C. The Advantages of Geographic Position

As the back garden of Zhengzhou, it is located in the suburbs of the city, convenient for tourists to travel by self-driving. The people around it can feel the charm of rural tour without going faraway.

D. Capital Investment to Better Develop Tourism

The famous investment group Shenzhen Shengpengda Investment Group in China and the administer of West Tai Mountain jointly established the West Tai Mountain — Qianjiaji Village Project, which was built by Qianjiaji Agricultural Tourism Co., Ltd, to create a tourism brand of West Tai Mountain.

IV. CURRENT TOURISM DEVELOPMENT

Before the development, Qianjiaji Village was a well-known poverty village in Xinzheng City, and all families had a hard life. Just Secretary Qiao Zongwang returned to the hometown to lead the villagers to work hard, reconstruct the village environment, explore historical and cultural development tourism, and build the village into a successful model of beautiful country. It has developed rapidly in recent years.

A. Commercial Street

The commercial street is built around the West Tai Mountains, with a troop stationed on the top of the mountain, and a characteristic street built on the hillside according to the altitude difference. The street is divided into two main parts: Folk Street and Xuanyuan Culture Street, among which the Folk Street has a low terrain, with a height difference of one-floor building from Xuanyuan Cultural Street.

Themed with “Ancient-charm Village”, “Charm of New Democratic Revolution” and “Red Education”, and integrated with the functions of “eating, living, experience and leisure”, Fork Street is created into the most distinctive commercial street, attracting countless tourists to visit. The street has the most tourists, with about 240 business doors, having two secondary commercial streets, where the middle are mainly double-pitch-roof houses, built in imitation of vernacular dwellings, paved with blue brick and gray tiles, and the both sides are mainly shops on the ground floor, built in imitation of the architecture in the period of New Democratic Revolution, both together creating a commercial streetscape. (“Fig. 2”)



Fig. 2. Folk Street View, image source: self-shot by author.

Xuanyuan Cultural Street mainly includes boutiques, handcraft workshops and interactive experience zones, and is an antique commercial street based on the cultural background of Xuanyuan-fighting-Chiyou Wars (“Fig. 3”). The Xuanyuan Cultural Street and the Folk Street both have hotels at the upper part of buildings, greatly meeting the needs of tourists. The author believes that the construction in the same method is also a highlight of this rural tourism place, worthwhile for reference of rural tourism. (“Fig. 4”)



Fig. 3. Xuanyuan Cultural Street View, image source: self-shot by author.

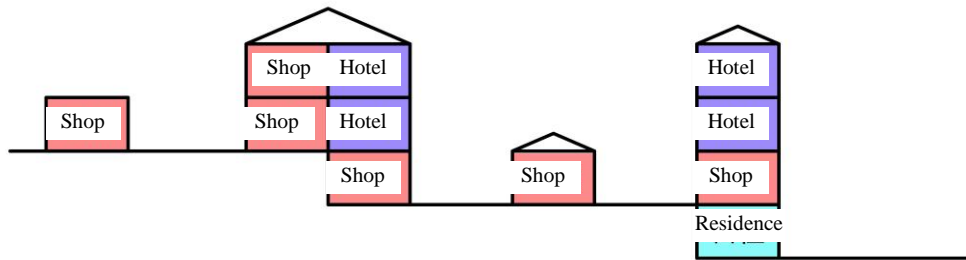


Fig. 4. Schematic diagram of the commercial streets, image source: self-made by author.

B. Large-scale Entertainment Facilities

Not far from the commercial street, there is a large amusement park. The project is oriented for youth and children, and has sky wheel, bumper car, whirligig and other large-scale entertainment items, mainly meeting the "play" need of tourists (“Fig. 5”); in summer, there will be a cool summer event; the glass-wood trestle under construction will soon be open to visitors.



Fig. 5. Entertainment facilities, image source: self-shot by author.

C. Architecture of Humanity

The Emperors’ Alliance Words, Guanyin Zen Temple (“Fig. 6”), Virgin Temple, Baishan Garden, and the Leaders’ Figures Garden and other humanity buildings are built for tourists to visit, meanwhile to increase the humanistic spirit of the region.



Fig. 6. Guanyin Zen Temple, image source: self-shot by author.

D. Fairy Lake Park

At the entrance of commercial street, there is beautiful park, with a long corridor, a pleasant atmosphere, and a variety of plants, to satisfy the visitors for rest and appreciation. ("Fig. 7")



Fig. 7. Fairy Lake Park, image source: self-shot by author.

V. REFERENCE FOR TOURISM DEVELOPMENT

A. Diversified Forms of Tourism and Entertainment

To make visitors enjoy so much as to forget to leave, single form of entertainment is absolutely infeasible, we should make full use of the local resources, in combination with local humanity history, customs, local culture and other characteristics, to create a variety of entertainment forms, attractions or products with own characteristics, and to provide visitors with experience of "playing, living, eating, and enjoying", meeting their needs, then naturally tourists will come in an endless stream. For the villages with rural tourism just starting, the author believes that they must give priority to the longest tour activities and "eating" items, first make the tourists stay here, and secondly seek the maximum economic benefits, and gradually develop the village.

B. Making Theme and Orientation Clear

For each scenic spot or tourism section, a clear theme is crucial, just like the food street in Qianjiaji Village, where the three sections of street are themed with "Original-charm Village", "Charm of New Democratic Revolution" and "Red Education", each section of street is featured by its architectural style, landscape and decorative styles, integrating and embodying the specific objects and slogans in the era of each theme, such as old-fashioned trains, old-fashioned bicycle with cross beam, Mao Zedong's revolutionary sayings, etc., full of theme atmosphere, giving visitors rich memories, greatly enhancing the fun.

C. Tourism of Experiential Model

Experience is not just a simple appreciation, but also to participate in it, to personally see, hear, feel it, and obtain different experiences and knowledge. Rural tourism should be combined with experience as much as possible, combined with local speciality, folk activities, catering, etc., to make visitors personally experience the local characteristics or the themed experience project, such impression is surely unforgettable for the guests and will attract them to visit here again. The Qianjiaji Commercial Street is themed with "New Democratic Revolution, Red, Village", its one clothing store provides various Red Army uniforms of adults and children, where visitors can hire these clothes, go shopping and eat, and can also take photo together with the scene embodying red spirit,

revivifying the scene of the Red Age for visitors, and leaving them with precious memories and photos. There are also some experiential activities about agricultural products, including the production of raw materials, the production process and the production results, all displayed for tourists, and visitors can also personally experience, greatly satisfying the interaction of visitors, adding more fun.

D. Attracting Capital and Looking for Patterns

For the development of rural tourism, it may not be enough to only depend on the village's own strength, while it is an important strategy to consider capital introduction and cooperation, seeking for opinions from professional development company and finding a suitable development model for villages. Similar to the business model, the four core questions is helpful for seeking the development model: who are your users? What problems do you solve for users? What products do you use to solve their problems? And how is the charge? Taking Qianjia Village as an example, its users are urban residents from the range of the village radiating 100 kilometers around, and to solve the problem that urban residents temporarily escape from their urban area, it uses the one-day trip to help them return to the rural area, and adopts the commercial street full of rustic style and the architecture with cultural atmosphere, natural landscapes, and a variety of forms of entertainment to solve their travel problems, and meanwhile the tickets are free, thus it is enough to attract a large number of surrounding urban residents to visit Qianjiaji Village, and to drive the local economy.

E. Ways of Publicity

Convenient and fast information dissemination depends on the development of modern information media; micro blog and news both are everywhere around everyone, such tools can greatly serve rural tourism and expand publicity. Qianjiaji Village creates its official account on WeChat platform, and makes publicity in various travel consultations; some tourists also release their travel blogs to promote the publicity; the village uses various new media methods to make many people know the rural tourism of Qianjiaji village.

VI. CONCLUSION

The core of building rural tourism is to determine the rural culture and the theme of rural tourism, to understand own advantages, to improve the diversified and experiential mode, to create humanized services, and to provide visitors with a special rural experience.

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