

# *Research on the Coupling Development of Rural Tourism and Urbanization*

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**Abstract**—Rural tourism is an important industrial means for the revitalization of rural economy, and the sustainable and stable development of rural tourism needs the construction of perfect infrastructure and supporting facilities, and moderate and planned urbanization is an important guarantee for the stable development of rural tourism. There is a significant interaction and coupling between rural tourism and urbanization. On the basis of fully analyzing the coupling mechanism of rural tourism and urbanization, this paper aims at the problems existing in the process of coupling and coordinated development of rural tourism and urbanization at present. This paper creatively puts forward some effective suggestions from many dimensions, such as the use of the government, the construction of urbanization and the planning of rural tourism.

**Keywords**—Rural Tourism; Urbanization; Coupling Development; Coupling Mechanism

## I. COUPLING MECHANISM BETWEEN RURAL TOURISM AND URBANIZATION

### A. *The Development of Rural Tourism Contributes to Urbanization*

#### 1) *Rural Tourism Drives the Development of Related Industries*

The development of tourism is closely related to other industries, which has a strong driving effect on the development of related industries.[1]Rural areas and rural tourism is a blend of unique social the development of the ecological environment and way of life, promote the tourism traffic, catering, handicrafts, home, business, shopping and so on industry and sustainable development, the formation of ecological ideas agricultural section, picking sightseeing, rural culture and development integration, such as farming experience, change in rural areas of the single traditional agriculture development present situation, is good for rural transformation and upgrading of industrial structure and rural economic sustainable and healthy development, is advantageous to the local new urbanization construction pace.

#### 2) *The Development of Rural Tourism Improves the Construction of Rural Infrastructure*

For the development of rural tourism, it is necessary to continuously transform the tourism environment, expand the tourism reception capacity, and have perfect basic service facilities.[5]With the continuous in-depth development of rural tourism, it has improved the accessibility of rural areas, improved the rural water supply and power supply, parking lot,

network coverage, and promoted the transformation of rural toilets and garbage and sewage treatment. The overall level of rural infrastructure has been significantly improved, laying a good foundation for the urbanization construction.

#### 3) *Rural Tourism Promotes Cultural Exchanges between Urban and Rural Areas*

The development of rural tourism has not only played a positive role in promoting rural economy, but also promoted the cultural exchange between tourists and rural residents with the flow of people brought by rural tourism. It also attracted more rural residents to find jobs and start businesses. The cultural knowledge and comprehensive quality of rural residents have been improved to a great extent.

#### 4) *Development of Rural Tourism to Promote Employment and Entrepreneurship of Farmers*

In the process of gradual development of rural tourism, rural town in synthesis, characteristic and farming culture display and experience all kinds of rural tourism development pattern, non-farm jobs for rural residents to provide more employment opportunities, also attract rural entrepreneurship, management measures, the family hotel, agricultural and handicraft sell characteristics.

### B. *Urbanization Promotes the Sustainable Development of Rural Tourism*

#### 1) *Urbanization Will Improve Supporting Facilities for Rural Tourism Services*

The extension of tourists' stay time is more beneficial to the development of tourism. The urbanization of rural power supply, network coverage of water supply, sanitation, and many other infrastructure play a positive role for ascension, to improve the rural residential environment, attract more tourist flow, makes the visitors to stay longer in rural tourism, promote rural tourism consumption, is a basic guarantee for the rural tourism quality upgrade of.

#### 2) *Urbanization Promotes the Transformation and Upgrading of Rural Tourism*

The urbanization development of rural economy, population quality, social environment and other aspects plays a positive role, promote the development of the integration of tourism and rural industries, such as with the urbanization development of advanced culture and the development idea, combining rural local culture and technology, build distinctive theme pavilions, village culture, creative synthesis, rural culture theme light show fountain plaza, extension of the

tourism industry chain, to promote transformation and upgrading of rural tourism.

### 3) *Urbanization Attracted Farmers to Return to Their Hometowns for Employment and Entrepreneurship*

With the development of urbanization, the rural residents to participate in rural tourism development and achieve more significant economic income, the government introduced a more preferential policies about rural residents are returning home business, attaches great importance to the training and cultivating new type of professional farmers, attracted farmers returning home business, which provide human security for the sustainable development of rural tourism.

## II. PROBLEMS IN THE COORDINATED DEVELOPMENT OF RURAL TOURISM AND URBANIZATION

### A. *Lack of Overall Planning for Rural Tourism and Urbanization Development*

In recent years, the market demand of rural tourism is growing day by day, and the scale of development is expanding constantly. China's rural tourism has achieved considerable development, and the level of urbanization is gradually improved. However, in terms of balanced and coordinated development of rural tourism and urbanization, especially in terms of cooperative promotion mechanism, there is a lack of overall planning.[2]

The government, rural residents and developers are important factors affecting the development of rural tourism and urbanization. At present, in the development process of rural tourism in many places, the investment capital is insufficient, the planning of infrastructure facilities is unreasonable, the construction is not perfect, the rural tourism publicity is not in place, the passenger flow is small, the farmers lack confidence, and the tourism developers are too pursuing short-term interests and lack of overall and industrialized thinking. The most fundamental reason is that relevant government departments fail to coordinate with rural residents and developers for coordinated development planning.

### B. *Rural Tourism Products Are Single and Lack of Attraction*

"Product simplification" is one of the biggest obstacles to the sustainable development of rural tourism. According to relevant statistics, in 2016, China's rural tourism has more than 300,000 various business entities, but most of them are concentrated in picking gardens and sightseeing agriculture. There are many problems such as single rural tourism products, unclear characteristics and lack of attraction, etc. In terms of business mode, diversification has not been realized, which cannot meet the diversified needs of tourists. Homogeneity and isomorphism has seriously restricted the sustainable and healthy development of rural tourism.

### C. *Excessive Urbanization*

Urbanization is a social and economic phenomenon featuring coordinated development of material civilization, political civilization and spiritual civilization.[6] It covers four aspects: economy, life, environment and society. But in the

process of rural tourism development, there to pursue high-speed urbanization big build, rural residents as the economic level, the damp, dark, backward conditions of the old house is not repair, let it be destroyed, buy or build blindly and comfortable "Western-style building", blind pursuit of commercial developers or operator, rather than the pure local culture, so excessive urbanization has changed the rural tourist destination of the original natural ecological environment, destroying the whole coordination of the rural cultural landscape, excessive commercial, urban elements of agrestic breath, make the rural tourism had lost the most fundamental "Rurality".

## III. SUGGESTIONS ON THE COUPLING DEVELOPMENT OF RURAL TOURISM AND URBANIZATION

### A. *The Government Shall Make Rational Overall Planning and Improve the Basis for Coupled Development*

The coupling development basis of rural tourism and urbanization should include environmental basis, infrastructure construction and other aspects. Relevant government departments should take the lead and organize to establish a perfect coordination mechanism and make a reasonable overall planning. The environmental basis of coordinated development should include economic, political and ecological fields. Because of the good public security environment, preferential investment policies, the original local ecological environment, to guarantee the rural tourism development funding, to be effective to attract tourists, to form relevant government departments, developers or operators and the benign interaction and collaboration between rural residents, so as to promote the rural tourism and the coupling development of urbanization. The degree of infrastructure construction is an important indicator of the level of urbanization and a basic guarantee for the development of rural tourism. Therefore, under the overall planning of relevant government departments, all participants must start from the whole, and vigorously support the construction of infrastructure in terms of capital, human resources and land use.

### B. *Develop Characteristic Tourism Towns In Combination With Rural Reality*

In the development of characteristic tourism towns, in addition to highlighting the characteristics of rural tourism products, we must also pay attention to the construction of "characteristics" of urbanization.

In recent years, China's rural tourism has developed rapidly. According to relevant statistics, China's rural tourism continued to explode in 2017, receiving 2.5 billion tourists and operating revenue of 74 billion Yuan, up 29.82% year on year. However, behind the vigorous development of rural tourism, problems such as single rural tourism products and highly similar products seriously hinder the sustainable development of rural tourism. In the process of rural tourism development, we must combine rural natural resources, history and culture and other factors to build the core attraction of local tourism and build characteristic tourism brands, so as to stand out among many rural tourism destinations with similar products.[3]For example, combining local cuisine, mountain forests, ethnic customs and

other characteristics, integrating local ecology, fashion, culture and other fields, reasonable planning, careful design, development of folk culture, health and other new forms of rural tourism products, development of rural tourism town characteristics. Zhangzhuang Village of Lankao County integrates red tourism elements, has built JIAO Yulu spiritual experience and education base, and has built a red flag memorial hall reconstructing the revolutionary enthusiasm of the people of Lankao in those days. In the urbanization construction of all public supporting facilities and residential buildings, the "JIAO Yulu spirit" and red tourism elements are closely connected with the overall theme of the characteristic town, creating the rural tourism brand of "Dream Zhangzhuang".

#### *C. "Retain Homesickness" in Rural Tourism Development and Urbanization Construction*

Rural tourism takes the countryside as the main body, and its core attraction is "rural", which contains two aspects: one is the rural culture; the other is the rural landscape, such as the unique natural environment, pastoral scenery, production patterns, folk customs, farming culture, rural settlements and other things. Homesickness is the comprehensive expression of rural culture, which is the most attractive and local culture.[4]To retain homesickness is to retain memories, emotions and personalities so as to retain tourists. In the development and construction of rural tourism, nostalgia should be taken as the main line of resource integration and left in every detail of scenic spots. In the process of urbanization construction, the principle of moderation should be paid attention to. On the premise of meeting the needs of rural tourism development, "rural" should be maintained as far as possible to ensure the core attraction of rural tourism. We should pay attention to the material needs of tourists in transportation, accommodation and other aspects, and also pay attention to the emotional experience of tourists in rural tourism, pay attention to the protection and effective display of rural culture, so as to develop into a beautiful village that can "come in, stay and remember nostalgia".

#### *D. The Government Increased Its Input in the Training of Farmers*

Rural tourism service and management is one of the important barriers to the sustainable development of rural tourism. In the development of rural tourism, local residents are

the main body of human resources in rural tourism service and management. However, at present, in addition to the problems of service consciousness and management philosophy existing in the front-line of rural tourism service, there is a shortage of farmers engaged in rural tourism who are able to adapt to the development of rural tourism, such as culture, operation, technology and management. Therefore, in order to ensure the sustainable and healthy development of rural tourism, relevant government departments of tourism destinations must increase the provision of more and more professional training for farmers engaged in rural tourism, so that they can really undertake the various work of rural tourism and promote the sustainable and healthy development of rural tourism.

#### IV. CONCLUSION

The revitalization and sustainable development of rural economy need to realize the coupling development of rural tourism and urbanization. In this process, the relevant government department must be more incentive policy, led by united rural residents, developers and operators of the construction of the rural tourism development and urban construction, the participation main body, establish a good cooperative mechanism, perfect the coupling development foundation, promote the rural tourism and the height of the coupling of urbanization and realize the sustainable and healthy development of rural economy.

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