

# New Thinking of Revitalizing Rural Tourism based on Research Tour: Take Yuci Hougou Ancient Village as an Example

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**Abstract.** In recent years, with the support of the strategy of rural revitalization and development, rural tourism has had great opportunities for development and made good progress. However, due to the lack of professional support for rural tourism, there are generally unreasonable phenomena in tourism planning. Some rural tourism has a poor development momentum. Taking Yuci Hougou Ancient Village as an example, the article summarizes the development plans before the region. On the basis of studying and studying tourism, it proposes new ideas for the development of rural tourism, from farming figures to farming customs. The three aspects of farming activities have carried out a simple research and study plan for the development of Hougou Ancient Village, and put forward development suggestions for Hougou Ancient Village tourism, providing strong support for the follow-up development of Yuci Hougou Ancient Village. It can provide some reference for the development of tourist resources in other ancient villages of the same type in the province and improve the effectiveness of the development of tourist resources in the whole scenic spot.

**Keywords:** Hougou Ancient Village, Rural tourism, Study tours, Farming culture.

## 1. Introduction

The implementation of the rural revitalization strategy is a major decision and deployment made by the 19th CPC National Congress. From the report of the 19th National Congress of the Party, this year's document No. 1 of the Central Committee, to the "Report on the Work of the Government", it is clearly stated that we must vigorously implement the strategy of rural revitalization. In 2015, tourism poverty alleviation was listed as one of the top ten projects for precision poverty alleviation in China. Ancient villages are an indispensable part of Chinese civilization and witness to the history of Chinese civilization. It not only shows the development of ancient culture, but also brings new opportunities for the development of modern society and economy. With the development of urbanization and modernization, people are increasingly eager to get rid of the noisy urban life, return to the basics to explore the human footprints, experience the original traditional culture, ancient villages have become people's choice. Under the background of this large cultural leisure tourism, ancient village tourism has rapidly grown into an important part of the tourism market. Yuci Hougou Ancient Village is known as "the traditional classic of the Loess dry source farming civilization." However, there are still many outstanding problems in the tourism development of Hougou Ancient Village. Therefore, under the current conditions, combined with the actual situation of Hougou Ancient Village, the village conditions, village appearance, and village appearance of ancient villages are re-examined. It is very urgent and important to discuss the ways suitable for the survival and development of ancient villages so that ancient villages can regain their former brilliance today. [ 1, 2]

## 2. Current Status of Rural Tourism Development

On October 18, 2017, Comrade Xi Jinping put forward the rural revitalization strategy in his report to the 19th National Congress of the Party, providing opportunities for the development of rural tourism. The development of rural tourism in our country has a tendency to follow the trend blindly and to plan without features. For example, the ancient village of yuci Hougou mentioned in this article has the problems of "insufficient product richness, poor target pertinence, low leisure experience, and insufficient market breadth". [3]

### **3. Development Status of Yuci Hougou Ancient Village**

Yuci Hougou Ancient Village is known as "the traditional classic of the Loess dry source farming civilization." Since the development of tourism in 2005, it has continued to manage and improve its exploration. By the beginning of 2006, Yuci Hougou Scenic Area basically formed a rural tourist attraction with "sightseeing, participation in picking, green diet, and agricultural and sideline products" as its main content. It initially played a role in making tourists happy, sightseeing, buying local products, and understanding farming culture. In 2010, the new situation of Hougou Ancient Village was opened in cooperation between schools and enterprises and complementary advantages. It also promoted the development of Hougou Tourism to a certain extent. [3] However, the comprehensive benefits and depth mining of tourism products in scenic spots have not broken the bottleneck. Summarizing and analyzing the operation and management work of Hougou, we found that the main feature of Hougou Ancient Village is "Loess dry source farming civilization."

### **4. Farming Culture**

The important position of farming culture in Chinese traditional culture determines the importance of the development and utilization of agricultural cultural tourism resources in the development of rural tourism, but it is generally believed that farming culture is created and accumulated through agricultural cultivation. The sum of the material and cultural spirits related to agricultural society. In terms of type, agricultural cultural factors can be divided into two categories: tangible agricultural cultural tourism resources and intangible agricultural cultural tourism resources. Cultivation methods determined by the type of arable land, farming tools, and various buildings such as costumes, utensils, diets, vehicles, and houses, temples, etc., formed and developed on this basis; Second, it refers to the spiritual and cultural factors that do not have material forms, such as agricultural festivals, customs, village etiquette, humanistic spirit, and values. [4] But how to achieve the integration of farming culture and rural tourism development?

### **5. Suggestions for Developing Farming Culture and Research Tour -- A Case Study of Yuci Hougou Ancient Village**

In November 16, the Ministry of Education and other 11 departments jointly issued the "Opinions on Promoting the Study and Study Travel of Primary and Secondary School Students", and the study and study tour became a hot spot in the market. At the same time, the "Opinions" also put forward requirements for research and study courses. The primary and secondary school stages are based on local rural conditions. In this context, the development of farming culture that reflects "local rural conditions" has great potential.

Throughout the nine-year compulsory education junior high school language teaching materials 169 texts, 60 extra-curricular ancient poetry, including about 81 articles involving "farming culture." It contains many elements such as rural customs, rural interesting events, farmers' wisdom experience, rural heritage, and historical humanities. These elements of "farming culture" reflect the connotation of "big" from the perspective of "small", reflecting the ingenuity of the editors, so that students can experience the landscape paintings, natural scenery, the hardships of peasant life and the development of agricultural society. change. In fact, this can be said to be a kind of cultural refraction. In general, the elements of farming culture in Chinese textbooks mainly include farming characters, farming practices, and farming activities. [5] Take Yuci Hougou Ancient Village as an example:

1. Agricultural activities. In the Chinese textbooks, there are many articles involving rural activities such as "From Baicao Garden to Sanwei Book House" to catch birds, pick raspberries, and search for crickets. In the "Social Opera", boating, stealing beans, and watching the "Hometown" on the night watch "Hometown" in the thorn. Look at melons, tide see fish, jump fish, Duck in Lonely Journey. This pile, piece by piece for rural teenagers are full of joy and childhood fun. It is the memories of their lives, and today we grow up ignoring the temptation of these "small activities" for children, ignoring their most real and direct feelings, and inspiring us to learn from these small

activities. Let children experience life and truly feel the joy that belongs to them. I think this is more important than any knowledge teaching. Because we have given students the opportunity to do things, to experience happiness, to enjoy life, to experience growth.

The expression forms of farming activities are divided into static and dynamic. The static status quo of development is mainly to reflect the physical display of farming tools and the display of text pictures. In this regard, the ancient village of Hougou has developed a museum of farming culture. Students can visit museums. Knowledge of farming activities; In terms of dynamics, the ancient village of Hougou has widely planted crops such as corn and sorghum, and has traditional workshops such as vinegar visits, oil visits, wine visits, rice shops, and tofu houses. Students can experience farming culture through scene simulation and situational reproduction.

On this basis, the predecessors' observation of life and the civilians' self-reflection on life can also be incorporated into the learning process.

2. Farming customs. About 11 records and inheritance of the traditional festivals of the Chinese nation in the junior high school language textbooks include "Nu Wa", "Social Opera", "Ansai Waist Drum", "Oral Technique", "Yunnan Song Club" and "Dragon Boat Festival". "Duck Egg" "Drink" "Spring Wine" "Mud Man Zhang and so on. In these texts, the myths and legends of ancient Chinese circulated society, folk traditions, the inheritance of folk artists, and traditional festivals are involved.

The farming culture has spawned a rich folk custom and festival culture. There are different folk customs activities in different regions, such as the "New Year Blessing Folk Experience Tour" event in Hougou Ancient Village. The theme is "Happy New Year's Day, Happy New Year". Inviting intangible cultural heritage artists, folk arts, and juggling performance groups to perform on the scene to display, excavate, and carry forward the essence of Shanxi's excellent traditional folk culture, mainly through performing activities such as praying for sacrifices and folk performances; Lantern games, folk arts juggling, etc. participate in activities; Featured food, folk craft production and other food activities provide tourists with novel content, diverse forms, and interactive entertainment Spring Festival cultural consumption packages. But more attention should be paid to the uniqueness of the activity.

3. Farming characters. About 20 articles involving rural characters in the nine-year compulsory education language teaching materials include "Social Opera", "A Chang and Shan Hai Jing", "Back", "Step", "Old King", "Letter", "Hometown", "My Uncle Yu Le" "" " Yugong Yishan "and so on.

On the one hand, Hougou Ancient Village itself has cultural courtyards such as Zhiqing Academy [6]. On the other hand, Hougou Ancient Village can dig up cultural connotations in articles such as the Chinese text "Social Opera" and "Ah Chang Yu Shan Hai Jing", or rely on farming culture. Create a character image that belongs to the ancient village.

Having students experience farming, experience farming life, learn farming knowledge, and retain the roots of Chinese farming culture can give students good lessons and inject new vitality into rural tourism.

## 6. Conclusion

With the rapid development of rural tourism, in recent years, many original innovative concepts and new theories have been put forward around rural tourism, such as: wandering, wandering, living, poetic dwelling, second residence, light construction, and scene era. The new concept and new theory make rural tourism rich in content and diversified in form, effectively alleviating the problem of increasing homogenization of rural tourism. [7] The author also hopes to open up the new thinking of the development of Hougou ancient village through the combination of farming culture and study and study travel to help Shanxi transform and cross development.

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