

Research on Optimizing Public Goods Supply System of Tourism Destinations in Liaoning from the Perspective of Rural Revitalization

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Abstract: The development level and quality of tourism public service are the main indicators and important criteria to evaluate the level of tourism development in a country (region), and are closely connected to the significant realistic problems, such as comprehensive quality improvement and acceleration of tourism development, efficacy of government functions and so on. With rapid development of China's tourism industry and the accelerating pace of building a service-oriented government, the important basic status of tourism public services has been highly valued and widely recognized. For individual tourists, tourism public services have become the main factors affecting the tourism decision making, guiding the development of tourism activities, ensuring the realization of tourism goals, and even determining the satisfaction of tourists. This paper focuses on the integration of tourism public service theoretical research and practice system construction, striving to initially form a consensual, more complete, and systematic structure of theoretical support, then establishing a local tourism public service system that is in line with demand and with characteristic, in order to provide theoretical support, policy option, decision basis and alternatives for local government to establish a scientific and rational practice system of tourism public service, promote supply-side structural reform and effectively supply the tourism public service.

1. Introduction

Rural tourism is one of the emerging branches of tourism and has been widely favored by tourists in recent years. As the name implies, rural tourism is the tourist activity based on rural life styles and customs, which mainly includes fruit picking, farming experience, farmhouse dining, and natural landscape viewing, etc.

Development comes with demand. Driven by strong market demand, rural tourism in Liaoning has developed rapidly in recent years. Since the establishment of the first rural tourism enterprise in Shenyang in 2001, the number of rural tourism enterprises in Liaoning has been up to hundreds over the past decades, distributed in various cities. Liaoning has gotten its rural tourism resources initially developed and utilized, initially working out the rural tourism development pattern, but there's still room for improvement.

2. Analysis on the advantages of Liaoning's rural tourism development

Compared with most provinces in China, Liaoning's rural tourism resources have obvious advantages. First of all, Liaoning, having a temperate continental climate, with cold and dry winters, and snow prevailing in all cities in winter is quite attractive for those tourists who are in northern provinces without snowfall. Secondly, Liaoning has a variety of landforms with plains, mountains and hills, and environmental heterogeneity is relatively obvious, contributing to the differences and characteristics of rural tourism.

In terms of rural tourism development, each city in Liaoning can combine culture and tourism with their own strong cultural heritage, so as to build unique features, allowing visitors to understand the culture while enjoying leisure, further improving the competitiveness of rural tourism in Liaoning.

According to statistics from the website of Liaoning Tourism Development Committee, the number of tourists in Liaoning was up to 17 million in 2017, including more than 6.3 million local

tourists, which shows that Liaoning's rural tourism development has great advantage of customer source. What's more, located in the northeast, Liaoning has its own unique folk customs, which make consumers willing to visit the rural areas and have special preference to rural tourism, so when making tourism choices, they tend to choose rural tourism.

3. Problems in the supply of rural tourism public goods in Liaoning

Under the background of rural revitalization, rural tourism in Liaoning also faces the reality of weak resource integration and weak public service capacity. The construction of public service system still needs to be further improved.

3.1 Inadequate integration of rural tourism resources

Although Liaoning Province has abundant rural tourism resources, it does not well integrate these resources, which is reflected in the following aspect: there is a lack of close communication between rural areas, tourism companies and government, who are making efforts separately.

3.2 Rural tourism public service system is not perfect

As the content of the rural tourism public service system is very complicated, the construction of the public service system requires the joint effort of government, enterprises, villagers and all the service personnel of rural tourism. However, the quality of rural tourism public services in Liaoning still needs to be further improved.

3.3 The coordination of interest between each rural tourism public service subject is difficult

Many rural scenic spots in Liaoning have poor infrastructure and environmental foundations. This is because a large amount of early-stage investment is required in the development of tourism resources, however, the government's investment is limited, and a large part of the funds come from the operators of the scenic spots. From the perspective of villagers and tourists, improving the infrastructure of the scenic spot is beneficial to them, while for the operators, they have to consider the cost and benefit issues, thus it can be seen that how to coordinate the interests of all parties is also one of the key factors to promote the healthy and sustainable development of rural tourism.

4. Suggestions on Optimizing Rural Tourism Public Goods Supply Path in Liaoning

In the tourism public service system, tourists pay more attention to transportation services, security services and environmental services. At the same time, the social attributes of tourists are different, so it's difficult to avoid the difference in satisfaction. Based on the investigation and analysis, this paper refers to the relevant research results of previous scholars and combines the development of rural tourism public services in Liaoning Province, putting forward the following suggestions:

4.1 Innovate tourism public service

As people's living standards are improved, the psychological expectation of tourists on the level of rural tourism services has also increased, and the demand for rural tourism public services has become more personalized and quality. The rural tourism scenic spots in Liaoning Province should aim at the individualized needs of the main target tourist groups to improve and deepen the exploitation of services and products in rural tourist scenic spots, as at present, tourists especially those with high education and high income, are focused more on the ecological environment participation and cultural folklore features of the scenic spots. On the basis of ecological environmental protection and restoration, Liaoning Province should further develop its own distinctive tourism products and services by combining its own red cultural resources and local folk customs, encourage the independent development of tourism brands, and establish 5A-level rural tourism scenic spots to create rural tourism boutiques.

4.2 Improve tourism transportation services

The accessibility of rural tourism is an important criterion for measuring the quality of tourism development and convenient and comfortable transportation services are the universal needs of tourists. First of all, Liaoning Province should speed up urban and rural road construction, seize the opportunities of village and town projects, such as extending the road to every village, implement township road construction work, and take road aesthetics and accessibility in account. Secondly, with the growing rural tourists received and the trend of self-driving tour, the construction of parking lots in scenic spots is becoming more and more important, therefore it is required to design intuitive scenic street signs and increase management personnel to assist parking services so as to improve the accessibility of parking lots and scenic spots. Thirdly, to open tourist and sightseeing lines to connect scenic spots, shopping districts and accommodations.

4.3 Improve the level of tourism safety services

As tourists pay more attention to the safety and sanitation conditions of scenic spots, firstly, Liaoning rural scenic spots should be equipped with complete and convenient safety and sanitation facilities. Safety facilities include security alarm facilities, medical assistance facilities, fire fighting facilities, etc. In terms of sanitation facilities, the number and location of sanitation facilities such as garbage cans, the number, size and cleanliness of toilets, food hygiene and sanitary conditions in scenic spots are included. Secondly, it is necessary to strictly regulate tourism safety guarantee services. Relevant government departments should strengthen the supervision of hotel safety and food hygiene, so as to improve the level of urban public safety management.

4.4 Innovate tourism financing system

The tourism planning in the new period puts higher demands for the infrastructure, which requires large amount of capital investment, besides, marketing promotion also requires a lot of money. As an economically underdeveloped region, it is not feasible for Liaoning Province to rely on government investment for construction, then open-end investment is an inevitable choice. Although Liaoning Province has attracted a large amount of private capital for the development of rural tourism, relieving the government's financial pressure to some extent, it is still far from enough to further build a higher level of tourist attractions. To achieve the goal, the local government is required to reform the financing system of the tourist attractions so as to coordinate the power of the government, enterprises, society and the masses and to create a new situation of diversified, market-oriented and socialized investment.

4.5 Promote the construction of featured scenic spots

Liaoning Province can make full use of the opportunity of promoting rural tourism to build a modern leisure agricultural tourism industrial park, explore new development modes of rural tourism, increase the promotion of local specialty brands, and further transform the characteristic fruit planting into a rural tourism landscape, forming a new type of rural tourism and leisure agricultural park. Secondly, to build a leisure farm with folk characteristics, combining the agriculture with leisure tourism to promote the integrative development of local industries.

4.6 Strengthen the training for management personnel

Most of the relevant personnel of rural tourism in Liaoning Province are local villagers, so the relevant management training must be both targeted and practical. On the one hand, training should be carried out step by step according to the cultural level and understanding of the villagers. On the other hand, combined with the actual operation of the rural tourist scenic spot and the tourist reception content of relevant personnel, the training content can be arranged in a targeted manner so as to improve the pertinence and practicality of the training and cultivate a group of high-quality management talents, improving the service efficiency of employees.

4.7 Improve the variety of night travel experience

Liaoning Province is urgently required to speed up and strengthen the construction of tourism and

recreational facilities and try to avoid similarities so as to promote the normative and personalized development of tourism and leisure services, and create a rural tourism night tour atmosphere. First of all, it is necessary to speed up the construction and implementation of the “lighting” project in Liaoning Province to provide conditions and create an atmosphere for tourists to travel at night, at the same time, to build a number of night-time projects, for example: hold local folklore and entertainment performance activities in the parks, squares and other places. Secondly, to develop night snack street with local flavor, bar street and a shopping pedestrian street, etc.; to open the night market and formulate relevant preferential policies as well as strengthening supervision, such as reducing the taxes on people doing business in the night market to encourage local residents to provide a variety of reliable, safe and hygienic nighttime products and services for tourists.

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