

Research on the Countermeasures of Rural Tourism Development in Xiangyang City

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ABSTRACT

The development of rural tourism will promote rural revitalization, and based on this, this article analyzes the current development of rural tourism in Xiangyang City. The study finds that Xiangyang City has some problems in the development of rural tourism such as unreasonable planning and weak follow-up development, unclear brand positioning and low overall grade, low service awareness and average rural tourism experience, and insufficient publicity and promotion efforts and narrow scope and so on. Based on this, this article proposes that the development of rural tourism in Xiangyang City should combine new and old media, vigorously promote and publicize, seize the policy of benefiting the people to accelerate development at the same time, strengthen construction under the premise of protecting the environment, be clear about the positioning, and improve the service environment, so as to promote the development of rural tourism in Xiangyang City.

Keywords: Xiangyang City, Rural tourism, Problems and countermeasures.

1. INTRODUCTION

With the rapid development of China's economy, people pay more attention to the quality of life and the improvement of living standards. Rural tourism has become the main way of leisure and entertainment for people at present, and there is an upsurge of rural tourism in the market. At the same time, in order to increase farmers' income and accelerate the pace of rural construction, China also attaches great importance to the development of rural tourism, formulating a series of policies to promote the construction of socialist new countryside, fully integrating the current situation and resources of rural tourism, and creating unique rural characteristics. Among the 100 rural tourism spots selected by Hubei Province, Xiangyang City accounts for 12. Therefore, the development of rural tourism plays an important role in promoting

the tourism development of Xiangyang City.

2. THE DEVELOPMENT STATUS OF RURAL TOURISM IN XIANGYANG CITY

At present, the development of rural tourism in Xiangyang City is mainly based on farmland sightseeing and sightseeing of special scenic spots. Under the construction of various aspects, it is developing towards a comprehensive tourism type integrating sightseeing, learning, leisure and holidays, and entertainment. Among them, the rural tourism project that tourists prefer and experience more is to live in the local farmhouse, pick the green and pollution-free vegetables in the farmhouse vegetable garden, use farmhouse hearths to cook down-to-earth dishes and experience the working life of local farmers, such as picking tea in the mountains in spring, shucking guinea corn in autumn and so on. These tourism projects all rise based on the daily life of local residents and are full of local conditions and customs. In recent years, the Maliang Rape Flower Festival and Guandou Azalea Flower Appreciation Festival are all centered on the

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characteristic tourist landscape. Since the flowers bloom only once a year, the beautiful meaning and the specific season of spring have also promoted the development of local camping tourism, which has greatly promoted the local economic development and facility construction.

At present, Xiangyang City's rural tourism mainly relies on agritainment and agricultural scenery to attract tourists, plus some characteristic geographic landscapes, such as the Stalactite Grotto in Wudaoxia and the Huanglong Cave in Jiuluzhai, as well as some constructions similar to Internet celebrity attractions, such as super-high platform viewing points, dangerous and exciting glass bridges, sightseeing cable cars up and down the mountain, etc. These are the hotspots and selling points of rural tourism, attracting many tourists from inside and outside the province to participate in the tour. [1]

In recent years, rural tourism in Xiangyang City has developed rapidly. The consumer group of rural tourism has expanded from local residents to residents in nearby towns, and then expanded to netizens who see scenic spots recommended on the Internet. It has gradually increased its popularity while attracting tourists, and in the process with more and more modern facilities and equipment, it is being inspected by tourists. Although the development of rural tourism in Xiangyang City started late, with the continuous expansion of the scale of publicity and construction and the continuous updating of products, it has begun to present a multi-level, integrated, branded, and high-quality development trend. [1]

3. PROBLEMS IN RURAL TOURISM IN XIANGYANG CITY

3.1 Unreasonable Planning and Weak Follow-up Development

Rural tourism development is different from urban planning and construction, because it needs to be planned according to local characteristics, preserve good folk traditions and customs, and be transformed and developed in accordance with the wishes of local residents. Therefore, the entire planning and implementation process is not only complicated, but also difficult to coordinate. The foundation of rural tourism is not only natural scenery, but more importantly, it must integrate into the production, lifestyle, characteristics and customs of the villages and local residents, as well as the centralized management of the villages.

However, the current problem of rural tourism is that the planning is unreasonable, and repeated construction has caused many similarities between rural tourism projects and ancient town tourism projects. The specific performance is: As long as a rural tourism project does well and has more influence, then there will be various rural tourist attractions referring to its development model or even copying it completely without modification.

3.2 Unclear Brand Positioning and Low Overall Grade

At present, the orientation of rural tourism development in Xiangyang City is mainly established according to the local characteristic culture, the landscape type and rarity of scenic spot, the facilities in the scenic spot, the investors' preference and the operation and development of scenic spot. These are the most original positioning considerations, based on a specific environment and historical background, without considering the factors of tourists. Such positioning is not only unclear, but also causes great trouble to tourists and has great limitations. And the relatively low positioning also leads to the general impression of some tourists before travel, which is manifested as the lack of obvious desire for tourism. Rural tourism is originally aimed at some foreign tourists, so in terms of positioning, it should get out of the trap of "tricks", so that tourists can truly experience the benefits. [2]

3.3 Low Service Awareness and Average Rural Tourism Experience

The feedback of tourists' experience influences and determines the influence of the later development of rural tourism. With the development of the Internet, people can use more and more sharing platforms to show their daily lives. Among them, the rural tourism experience of shooting tourists' photos and sharing them on their social platforms has become a major weapon and shortcut for publicity. The sharing of great tourist photos will play a leading role in the friends around tourists, and such a cycle will bring a steady tourist amount to rural tourism.

Now there is a phenomenon: To focus on tourism, it only pays attention to the planning and construction of the hard environment, ignoring the soft environment control that really impresses tourists in the details. For example, swindling money out of customers and poor service

experience in the impression of tourists have become common ills restricting the development of rural tourism in recent years. In the final analysis, this is due to the carelessness of the service personnel and the imperfect infrastructure, which makes the tourists feel that they have not received good service during the travel process, or that the services they receive do not match the prices they spend. So in the end, the experience for tourists is not satisfactory.[3]

3.4 Insufficient Publicity and Promotion Efforts and Narrow Scope

In the present era, with the rapid development of information, the dissemination and promotion of information has become more and more convenient. Traditional media and new media complement each other. In particular, new media are characterized by fast and direct dissemination, which can quickly occupy the headlines of the media through various methods such as pictures, videos, and texts. But at present, there are many shortcomings in the promotion of rural tourism. According to the survey, rural tourism in Xiangyang City mainly relies on traditional methods (such as posting posters on viaducts, marking the distance of scenic spots on highway signs, etc.) to attract tourists. Under these methods, not only can there be few people to see, and the dissemination area is limited, but the quality of the posters is uneven, which fails to play a good role in attracting tourists. For the application of big data of new media, there are some deficiencies.

3.5 Inadequate Environmental Protection and Strong Destructiveness of Tourists

One of the major reasons why Xiangyang City's current rural tourism is very problematic is that tourists do not have a sense of environmental protection. The main performance includes stepping on the lawn regardless of warning signs, breaking rare trees and flowers casually, and arbitrarily engraving and painting on iconic buildings. Taking the Rape Flower Festival in Maliang Town, Xiangyang City as an example, the annual Rape Flower Festival is held during the spring season when the rape flowers are in bloom. At this time, it will attract a large number of tourists from all over the country to visit. Many tourists will set up tents on the ridge to camp here and there will also be groups of tourists taking photos in the rape field, resulting in a wide road being stepped on in the rape field, and many rape flowers will fall to

both sides of the ridge one after another. This means that these rape flowers can't produce rapeseeds, which directly affects the rapeseed harvest and wastes the hard work of local farmers in planting.

4. COUNTERMEASURES FOR THE DEVELOPMENT OF RURAL TOURISM IN XIANGYANG CITY

4.1 Combining New and Old Media, Vigorously Promoting and Publicizing

With new media becoming the mainstream of the times, tourism promotion should not only rely on traditional media, but bravely use new media to promote the characteristics of rural tourism. New media can flexibly use big data to locate target tourists and classify those with travel intentions. New media can infer whether the customer has a recent travel plan based on the consumption habits and consumption level of tourists and the webpages they have recently browsed, and then disseminate the travel destination that roughly meets the needs of the customer and obtains the customer's satisfaction through spot announcement, pushing entries, etc. The combination of new and old media not only complements the limitations of the slow transmission of traditional media, but also targets the target customers more precisely, making them more likely to experience rural tourism. [4]

It is necessary to carefully study the laws of tourism marketing and new media publicity, use the laws to find a new media publicity strategy suitable for rural tourism in Xiangyang City, introduce professionals who use and are familiar with new media to guide scenic spots to use new media to carry out innovative publicity and marketing, use new media to create new excitement in tourism promotion and marketing, and establish the overall image of the village tourism in the impression of tourists, so as to ensure the effective landing of promotion and marketing. Only when the old and new media form a joint force to promote local tourism can rural tourism truly go out of the countryside and become a fashion for urban residents. And only in this way can rural tourism continue to develop to a higher level.

4.2 Seizing the Policy of Benefiting the People to Accelerate Development

During the COVID-19 epidemic, in order to thank the people of the whole country for their

sincere concern and love, Hubei holds the activity of "Walk with Love and Travel in Hubei Preferentially". During this event, the Hubei Provincial Department of Culture and Tourism releases a batch of branded tourism routes, and Xiangyang City also launches various activities for traveling preferentially. In order to promote the prosperity and recovery of rural tourism in Xiangyang City, with the encouragement of Xiangyang City Government, many scenic spots in Xiangyang City promise to open to medical staff nationwide for free. In addition, an interconnectivity relationship has been established between the scenic spots, and a "through-ticket tour" has been launched following the coordination of government departments and the masses to ensure safety. During the epidemic, Xiangyang City's tourism industry not only doesn't stagnate, but attracts more tourists because of the improvement of tourism services. [5]

These policies of benefiting the people have brought signs of tourism recovery in Xiangyang City after the epidemic. The unemployed farmers re-run their own tea houses and agritainment. Some of them enter the scenic spots to become temperature monitoring and supervision staff to solve the employment problem of farmers as quickly as possible, not only enriching farmers' income channels and solving the problem of idle surplus rural labor force, but also improving farmers' living standards and promoting the spiritual civilization of rural residents.

4.3 Strengthening Construction Under the Premise of Protecting the Environment

4.3.1 Promoting the Development of Industrial Integration

In recent years, the popular "healthcare fever" and "heat-escaping fever" are typical examples of the integration of the tourism industry. Health regimen tourism, which combines the health items that people value with tourism and vacation, also develops under the impetus of industrial integration. These integrated industrial projects not only meet the diverse needs of tourists, but also provide tourists with a new and unprecedented travel experience. Rural tourism can be combined with healthcare and heat-escaping to launch "rural tourism + healthcare", "rural tourism + heat-escaping" and other business forms, not only making tourists relax during sightseeing, but also

enhancing the sense of gain for tourists through the combination with health projects.

4.3.2 Constructing and Developing Characteristic Tourist Souvenirs

Tourist souvenirs can be said to be the epitome of local tourism, representing local characteristics. Food, clothing, accessories, etc. all play a role in spreading and promoting the development of local tourism. In the development of tourist souvenirs, it is necessary to fully study and understand the desire of urban workers and migrants to "return to the countryside" and the desire for a "slow life", and fully rely on local tourism resources to develop various rural tourism products with distinctive characteristics of rural areas. These tourism products either need to possess certain practicability and meet the requirements of being able to be eaten or used, or they need to have a certain ornamental value and meet the characteristics of beauty and portability. [6]

4.3.3 Building and Developing Characteristic B&B (Bed and Breakfast)

In recent years, hotels have not been the first choice for people to travel and stay. Because hotels are generally built in central urban areas with more people flow, the transportation is convenient, but the prices are high. Generally, the people who stay in hotels are city workers. However, the B&B is rather niche. Because each B&B has limited guest rooms, the number of guests staying in is limited, and these guests can enjoy personalized services according to their needs, for example, one can use the kitchens of local residents to personally experience the recipe of farm food and go to the vegetable garden to pick the fruits and melons he or she wants to eat, enriching the travel experience. On the other hand, because there are few tourists checking in, the services and public space of B&B are relatively large, which coincides with the original intention of tourists who want to stay away from the uproar of the city. Therefore, there is a lot of room for the construction and development of B&B near rural tourist attractions.

Therefore, the development of distinctive B&B is of great significance to rural tourism. After attracting tourists and then attracting tourists to consume, the return of funds will increase the wealth of local residents. While bringing local economic prosperity, it also allows young people to

stay and participate in further development of scenic spots, forming a virtuous circle and promoting the development of higher quality local tourism.

4.3.4 Strengthening Environmental Protection

The protection of the environment of rural tourism should be based on the principle that prevention is greater than governance, because once damage occurs, subsequent remedies may be infinite loops, or even impossible to remedy. Therefore, "prevention" and "governance" must be combined, with prevention as the primary task and governance as the auxiliary task. For this principle of resource protection, strict legislation by the relevant government departments and tourism departments is required to regulate the behavior of tourists and local residents.

First of all, the code of conduct for tourists must be posted in a conspicuous place at the entrance of a rural tourist attraction to ensure that every visitor who enters can see the code of conduct. In order to strengthen supervision during the tour, cameras can be installed in necessary locations to track tourists' violations, thereby strengthening tourists' awareness of environmental protection and making everyone consciously protect the environment.

4.3.5 Paying Attention to Villagers' Opinions When Developing Rural Tourism

The development of rural tourism relies on the full support of local residents and the opinions of the villagers are directly related to the interests of the locals. Only when the villagers are satisfied and when the villagers see the benefits brought by the development of rural tourism can they support the implementation of tourism development projects and the development of rural tourism heartily.

4.4 Being Clear About the Positioning and Improving the Service Environment

4.4.1 Being Clear About the Positioning

It is necessary to clarify the development positioning of rural tourism in Xiangyang City, and make characteristic development the focus of rural tourism. When developing each rural tourist attraction, it must first look for its highlights and characteristics, clarify where it should go, and

clarify what each rural tourist spot is suitable for development and what is not suitable for development. In addition, it is necessary to position the development model according to its own characteristics.

4.4.2 Hard Service Environment

In recent years, with the development of smart tourism, many tourist attractions are required to use high technology and big data, and use some intelligent and modern facilities and equipment to cover every corner of the scenic spots. In some eye-catching locations of scenic spots, tourists can scan QR codes in function signs to listen to voice explanations. In many sightseeing cars, tourists can listen to historical explanations of their locations by plugging in headphones, which is both intelligent and humanized. It is possible to issue rural tourism route maps when tourists enter rural tourist attractions or to establish a 3D animation scenic spot guide system. Based on mobile phone maps, it can integrate rest areas, entertainment areas, toilets, and special attractions, so that tourists can browse the facility layout of the entire rural tourist attraction through mobile phones, make reasonable plans, and selectively amuse themselves. The construction of toilets in rural tourism also needs to be strengthened, both in terms of quantity and quality, to meet the needs of tourists.

4.4.3 Soft Service Environment

Rural tourism staffs provide service to tourists face to face, so their working attitude will directly affect the satisfaction of tourists. It is necessary to formulate service standards to regulate the behavior standards of rural tourism staff. At the same time, it is needed to set up a corresponding supervision system in accordance with the standards and give full play to the supervisory role of tourists and news media. In addition, efforts should be made to establish an employee reward and punishment system to reward the staff who have been praised by tourists, and for the staff criticized by tourists, it is necessary to inquire about the situation and then take appropriate training or rectification. In addition, it is a must to provide personalized services for tourists from different places. For example, for the elderly, pregnant women, children, disabled people and other special groups, it is necessary to launch "one-to-one" service to meet the needs of tourists.

5. CONCLUSION

Rural tourism in Xiangyang City is in a critical period of exploration and development. Therefore, the development of rural tourism in Xiangyang City should combine new and old media and vigorously promote and publicize, seize the policy of benefiting the people to accelerate development at the same time, strengthen construction under the premise of protecting the environment, be clear about the positioning, and improve the service environment. It is expected that in the development of rural tourism in Xiangyang City in the future, it can obtain upgraded and accelerated development.

AUTHORS' CONTRIBUTIONS

Mingju Liu analysed data, Mingfei Liu wrote the manuscript, Yuanshuang Zhao contributed to revising and editing.

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