

## Rural Tourism Resources and Its Development Strategy

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**Keywords:** rural tourism resources; development strategy; organization structure; resource characteristics

**Abstract.** Rural tourism become a new growth point of China's tourism industry and the rural economic development. Explore and use rural tourism resources, improve the rural tourism resources planning system, set up reasonable development strategy is for achieving sustainable development of rural tourism and promoting the construction of urban and rural integration. Analyze the characteristics of rural tourism resources, build the rural tourism resources development and organizational structure of the rural tourism resources development strategy is proposed. Specific strategies include: make rural tourism resources overall planning, improve the level of rural tourism resources development and management, and highlight the cultural connotation of rural tourism resources, improve the quality of the rural tourism practitioners, achieve "hard environment" and "soft environment" synchronous development, construct rural tourism industry of diversified financing mechanism.

### Introduction

Rural tourism resources is the village landscape object that can attract tourists to tourism activities, might be used for the tourism industry, and can produce the comprehensive benefits such as economic, social, and ecological. It is based on the natural environment, cultural factors as the leading factor of human cultural landscape in the combination of culture and natural environment, is by the natural environment, material and non-material elements of harmonious rural regional complex [1]. Tourism resource development in tourism as the main purpose, in order to market demand as the guidance, resources as the core, to play, improve and enhance appeal to tourists tourism resources as the focus, organized, in a planned way in proper way, the tourism resources be used by tourism industry transformation of the tourist attractions of the economic and technological systems engineering.

With the accelerating urbanization process, people income level enhancement and paid vacation system, rural tourism become a new growth point of China's tourism industry and the rural economic development, market competition is increasingly fierce. At the same time, in such aspects as resource utilization and environmental protection has many problems, directly threatening the sustainable development of rural tourism. Therefore, it has important theoretical significance and practical significance to explore the reasonable development and utilization of rural tourism resources, set up reasonable development strategy, realize sustainable development of rural tourism and promote the integration of urban and rural construction.

### Characteristics of Rural Tourism Resources

The rural tourism resources characteristics is shown in Fig. 1.

Characteristics of the brief description is as follows: Concordance of man and nature, the natural environment for a long time to adapt to the formation and transformation of the rural landscape, is the harmony of man and nature together create cultural landscape; Regional of resources distribution, rural tourism resources in a specific geographical space, different regions show different natural environment and social environment; 'm of resources type, both the natural environment, material and non-material elements, rich contents, various types of; Vernacular of the Resource characteristics, in the process of the development of history created and developed,

attracts the city residents to the sum of tangible and intangible cultures; Systematicness of resources formation, formed in the long term under the action of human beings and natural environment of the rural tourism resources, is the elements of natural environment and social environment of complex and harmonious unified whole; Seasonal of resources change, performance and formation of the natural environment along with the change of seasons, the Seasonal change of agricultural production and social life, and obvious cyclical characteristics; Nationality of resources culture, as a result of the limitation of geographical location, traffic and information conditions, the inheritance of national culture, traditional authentic ethnic culture can complete retention; Modernity of resources development, along with the social progress, scientific and technological development and cultural exchanges, rural landscape will change accordingly; Protectiveness of the resources exploitation, comply with the laws of ecology, and give top priority to protect rural ecological environment, always adhere to the protective development principle; Uniqueness if tourism function, has the incomparable advantage, being close to nature in cities and towns for tourists to and return to natural conditions.

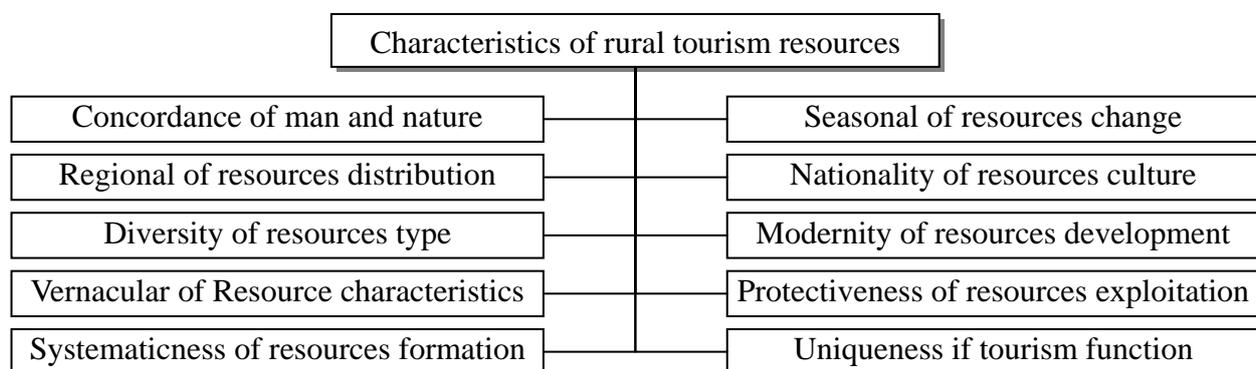


Fig. 1. Characteristics of rural tourism resources

### Organization Structure of Rural Tourism Resources Development

Of all the members of the organization structure is the organization to achieve organizational goals, to collaboration in the management work, the scope of duties, responsibilities and rights structure system, which is formed by the essence is to realize the strategic goal of a collaboration system, organization structure must be as the organization's significant strategic adjustment and adjust. According to the characteristics of the rural tourism resources development, build the "government and company and farmers and village committee" of the organization mode of the "four one", as shown in Fig. 2. This model has the advantage of [2]: give full play to the guidance and supervision of the government, construction of ecological civilization and the construction of social and economic policies to through the village committee to carry out at the grass-roots level; Enterprises to join, make rural tourism resource configuration optimization, resource development, operation and management of enterprise operation efficiency is higher; Promote community participation, to promote rural tourism development together.

(1) Peasant household. Peasant households is the rural tourism resources providers, transfer of land and housing facilities, and provides the primary form of cultural material; Farmers also direct participants of the rural tourism activities, to hire or independent way, directly involved in the tourist area of management and business operation activities, provide part of the tourism products.

(2) Government (City or county). Set up special rural tourism office, integrated industry and resource distribution, the rural tourism planning, to ensure that the development in ecological requirements as constraint; Provide the infrastructure construction and investment promotion and capital introduction actively; Problems related to the rural tourism resources development of macro control, using policy mechanism such specific operation of each process.

(3) Enterprise. The Enterprise on the basis of government planning, combined with market demand and market experience, detailed planning and design. Enterprises jointly established the

rural collective rural tourism cooperatives, rural tourism resources integration and construction. In operation stage, company operation mode, the management of rural tourism resources, tourism as a whole business operation and related professionals.

(4) Government (Village committee). Set up the rural tourism coordination team, coordination between enterprises and farmers in the construction of the rural tourism resources, both sides benefit, guarantee rural tourism construction smoothly. At the same time, the coordination team should fully mobilize farmer participation in rural tourism community will, led the group from training, to help farmers' transformation.

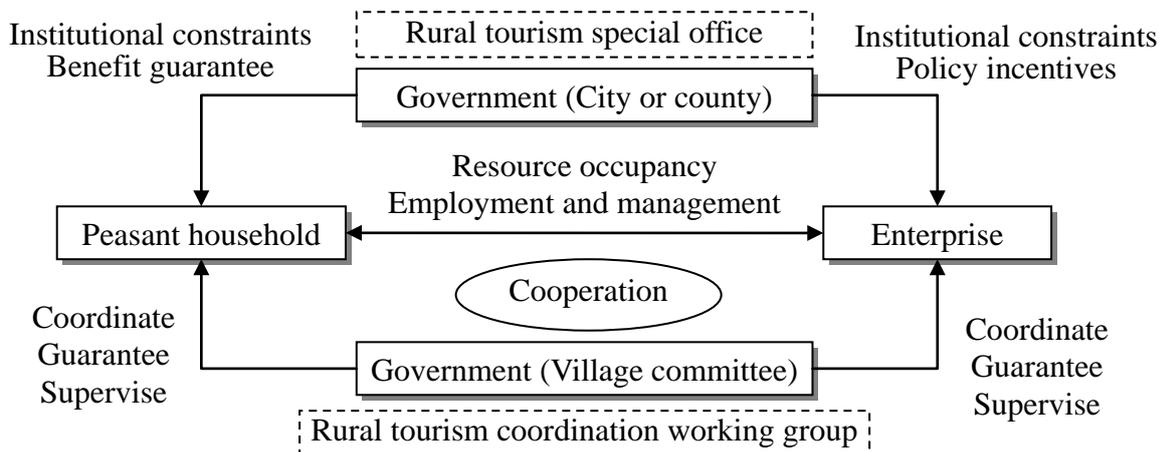


Fig. 2. Organization structure of rural tourism resources development

### Strategy of Rural Tourism Resources Development

According to the types and characteristics of the rural tourism resources and development of organization structure, combining previous research results, put forward the development strategy of [3-6] as follows:

(1) Rural tourism resources planning as a whole. Tourism planning refers to the tourism resources on the basis of investigation and evaluation, in view of the tourist resources property, characteristic and law of development of the tourism destination, according to the trend of social, economic and cultural development, the tourism resources of general layout, technical project scheme design and concrete implementation. The overall planning of rural tourism resources, attention should be paid to the following aspects: first, highlight the characteristics of tourism. From the natural environment, customs and cultural aspects of modern ecological agriculture, to build ecological new countryside; Second, scientific planning, orderly progress. Rural tourism development as a whole region's natural and cultural resources, on the whole for rural tourism planning; third, to achieve sustainable development. In the development of rural tourism resources, to balance the relationship between protection and development, has continued the historical and cultural context, national culture protection, improve ecological environment, realize the sustainable utilization of resources.

(2) Improve the rural tourism resources development and management level. Mainly includes two aspects: one is to strengthen the government macroeconomic regulation and control, improve the management mechanism. Rural tourism resources development and utilization of wide coverage, coordinating the relationship between tourism and various departments, improve industry management institutions, to strengthen the management responsibilities. Office set up dedicated rural tourism development, unified coordination group companies and the relationship between the farmers, ensure the development of rural tourism resources orderly. Second, set standards and regulations, strengthen supervision. From the perspective of the industry quality standard, timely to launch a new industry standard, gradually standardize the rural tourism resources development and utilization of the principles, make rural tourism resources can be healthy and orderly development. Exist in the process of rural tourism resources development and utilization of poor management

behavior, non-standard services, pollution, destruction of the rural tourism resources, such as to tighten supervision and management, to ensure the sustainability of the rural tourism resources development and utilization.

(3) Highlight the cultural connotation of rural tourism resources. Tourism activities in essence is a kind of cultural activities, tourism consumption activities and tourism activities have strong culture. Dig the cultural connotation, only have the charm to attract tourists. Fully aware of the important role of culture in rural tourism, highlight the cultural characteristics. Mining destinations the original cultural connotation, on the other hand, enhance the connotation of realistic culture. Dig deeper into rural cultural history, customs and habits, into the rural tourism activities, make the tourism culture features. Dietary respect, respect the local characteristics, collect folklore and historical origin, let visitors while tasting delicious food, and realize the spiritual enjoyment of beauty; Accommodation, do not blindly pursue luxurious appearance, to show the rustic; Infrastructure, to do both the local characteristic, and security.

(4) Improve the quality of the rural tourism practitioners. Rural tourism personnel training plan, talent demand information feedback to the relevant colleges, train practical professional service personnel, targeted to offer professional, enrich the teaching content, to carry out the multidisciplinary, in-depth investigation and study, promote the sustainable development of rural tourism. For rural tourism development operators and service personnel, the implementation of standardized management, strengthening the staff's quality. One is that the professional training for personnel engaged in the work of rural tourism, learning tourism policy, understand market trends, grasp management and operating procedures, environmental protection and other professional knowledge and relevant knowledge; Second, cultivate high-quality professional management personnel, use of tourism colleges training classes, lectures, academic meeting a variety of forms such as training talents; Three is from local farmers cultivate a batch of guide's personnel, on the basis of the tourism service knowledge and basic skills training, tourist area and local farmers to connect with each other closely; Four is, technical skills, professional ethics for tourism services training and local amorous feelings, etc.

(5) Realize "hard environment" and "soft environment" synchronous development. Tourism culture "hardware" refers to the natural ecological environment and infrastructure environment. Tourism culture "soft environment" refers to the tourism practitioners of the quality level of the service level and cultural activities. "Feeling" is the main object, main tourist market demand pursuit of rural tourism culture "hardware" and "soft environment" construction of any link is bad, can have a bad feeling for visitors, even deny the whole tourism products. Therefore, in the process of rural cultural tourism resources development, should attach importance to the picturesque pastoral scenery, rich ethnic characteristics of rural farmhouse, rich historical and cultural relics, smooth transportation, perfect communication facilities such as hardware construction, also should attach great importance to the hospitality of local residents friendly attitude, quality of service level, rich and colorful folk customs and cultural activities, such as soft environment construction.

(6) Build the rural tourism industry diversified financing mechanism. Introduce market mechanisms, the government-led, enterprise as the main body, social participation, through various channels to raise construction funds. First, strengthen government guidance. Coordinate all aspects of support fund and the project bonus, improvement measures for the administration of the use of capital, introducing competition mechanism, adopt the mode of bidding, replace subsidies with awards, etc, to get the most out of funds use efficiency; The second is, increase the intensity of investment promotion and capital introduction. According to the principle of "whoever invests, benefits", to broaden the access conditions, activate the folk capital, actively guide the social capital, the introduction of powerful enterprises to the whole tourism village building; Three, strengthen credit support. To encourage financial institutions to credit conditions, resources superiority obvious rural tourism projects appropriate relax mortgage guarantee condition, and give them discount on loan interest rate; Four is to strengthen the social investment. To encourage private capital to take a variety of forms such as sole proprietorship, joint venture and partnership to participate in rural tourism development and management. Encourage farmers to the land use right,

fixed assets, capital, technology and labor, and other factors of production investment in rural tourism projects. Encourage conditional place to form a tourism investment companies, rural tourism financing platform.

## **Conclusion**

Rural tourism resources is a new perspective on tourism resources, a new type of resources to dig deeper tourism resources, the material basis for the sustainable development of rural tourism, and also a new growth point of tourism industry. Rural tourism to drive the development of agriculture and related industries, increase farmers' income, narrow the gap between urban and rural areas, promote the adjustment of rural industrial structure, improve the added value of agricultural and sideline products, promote rural spiritual civilization construction. In this paper, the research results, further improving the system of rural tourism resources planning, enrich the rural tourism resources and the research content, to promote the rural tourism development and building a new socialist countryside is of great significance. Practice should combine the local tourism resources characteristics to use flexibly and take maximum utility of the strategy.

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