

## Research on Involved Rural Tourism Developing Mode

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**Abstract.** Involved rural tourism is an important form of farmers involved in tourism development and it can radically increase the income of farmers, increase rural employment opportunities in favor of rural industrial structure adjustment, and ultimately realize the rural sustainable economic and social development goals. There are many models to choose from in the rural tourism development, but the development model focuses on communities and residents to participate is the best choice. Only through the community and residents of the education, training and management, enhance residents' awareness of travel services, improve service levels, establish a marketing concept, in order to ensure the participation of rural tourism development along a sustainable path.

### Introduction

Rural tourism is participating in the diversity, breadth of participants and comprehensive tourism benefits, especially in urban and rural areas to promote the exchange of cultures and by local governments welcome. In many countries, rural tourism is considered to be an effective means for the decline of agriculture and increase rural incomes stop). China from the 1980s, the gradual development of rural tourism in some prosperous countries until the National Tourism Administration launched the "98 Chinese urban and rural tour" (aimed at promoting the development of rural tourism) and "99 Eco-tourism" (aimed at protecting the environment, can achieve sustainable use), all over the country have to seize the opportunity to set off a wave of rural tourism development heat wave appeared to forest Park Resort (village), campgrounds, farm sightseeing and shopping, leisure farms, agricultural parks, educational farm rural study, folk culture village, country clubs and other forms of development of rural tourism. However, these approximate forms of tourism theme park breach fundamentally rural tourism in mind, a lot of investors to the country "enclosure", the urban getaways in a good environment to build rural community, but rarely consider the wishes of local residents. In the long run, the villagers depend on land and environmental resources to survive are occupied and consumed, and gradually formed a serious imbalance in the income of villagers and resource investments.

### The Meaning of Involved Rural Tourism

Referred to herein Involved rural tourism, rural community is a place for the community to fully participate in and benefit from tourism development as the core, relying on the rural landscape and rich natural scenery and colorful folklore, urban residents as the main source markets to achieve sustainable rural economic development as the goal, sightseeing, vacation, knowledge, leisure and entertainment as one of the forms, multi-level, multi-regional sustainable forms of tourism. It has a reasonable investment scale, strong participation and wide applicability, exemplary strong, effective long-term, sustainable development and so on. While also solve the "three rural" issue fundamentally in favor of building a moderately prosperous society in the countryside, truly effective in reducing the growing differences between urban and rural areas, it is an effective means of achieving sustainable development in the region.

### The Theoretical Basis of Involved Rural Tourism Model

**The People-Land Relationship Theory.** In nature and human society, there are two complex

systems: one is the geographical environment, and the other person is thinking. On the man-land relationship essentially can be summarized in three categories: First, environmental determinism, emphasizing the role of the natural environment for the development of human society, is a summary of the agricultural economy of man-land relationship; the second is cultural determinism, emphasizing the human society for geography role of the environment, the industrial economy is the relationship between people and land generalization; Third person harmonization theory, emphasizing the interaction between human society and geographical environment, is the knowledge economy era man-land relationship prophecy. In the knowledge economy era, embodied man-land relationship will be mainly on the role of technology. Technology is the link and bridge link between man and geographical environment of the proposition will be fully confirmed only rely on technology, relying on scientific understanding of human geography, combined with special environmental conditions in order to achieve local conditions, while avoiding disadvantages surprise sustainable development effect.

**Community and Community Involvement Theory.** Community theoretical basis includes three categories: typology, humanities location theory, the theory of social action. Among them, the humanities location theory believes that culture is the environment adaptation as a means include it in the location study, resulting in a "people, organizations, environment and technology" as the core of the four elements of community location theory model. The central idea is that the theory of social action. Meanwhile, the theory that social participation is a major community of action, mobilize residents is the key to action. Community Participation "s" shaped curve (including individual participation, organizations, public participation, full participation), describes the size of the local residents to participate in community development mileage and the stage, the main features and content.

**Cooperative Theory.** Subsystems within the system there is always spontaneous and random independence movement, and by the influence of other subsystems to it) there is a link between the subsystem and the formation of cooperative motion. As early as the 11th century BC during the Zhou Dynasty, China on the germination of collaborative thinking, the most prominent is the "Book of Changes," the concept of Heaven, until the early 1960s, West Germany's famous theoretical physicist Herman • Ha Professor Ken have proposed cooperative system from the standpoint of laser theory research. Now has developed into an isolated system includes four basic principles, organization and self-organization, the order parameter, fluctuation and other theoretical system.

**System Theory.** A use of logic and mathematics and other methods Bertalanffy founded theoretical study of the general system. The whole system is independent and governed by contact and two or more of each other, performs a specific function of the elements of the composition of these elements called subsystems, each sub cooperative and is formed by a sub-sub-organic system. Thus, the system is holistic, organic relevance, dynamic, orderly and pre-determined characteristics.

### **Involved Rural Tourism Development Model**

**"Company + Farmers" Model.** in practice, the development of rural economy, high-tech breeding industry successfully launched a "company + farmers" model of development for its full consideration to the interests of farmers, led a full range of community participation rural economic development. Participation in the development of rural tourism, this model is still practical, and evolved into a "company + farmers" and "company + community + farmers" mode. "Company + farmers" mode by absorbing Community farmers to participate in the development of rural tourism in the development of a strong rural tourism resources, make full use of the community of farmers idle assets, surplus labor, the rich farming activities to increase farmers' income, rich in tourism activities, to show visitors the real rural culture. Meanwhile, the company's management through the introduction of tourism, hospitality services for farmers to regulate, to avoid adverse competitive harm the interests of tourists.

**"Government + Company + Rural Tourism Association" Mode.** Features of this model is to play the advantages of each tourism industry chain link, through equitable sharing of benefits, to avoid the over-commercialization of rural tourism development, protection of the local culture and

enhance the pride of local residents, so as to lay the sustainable development of tourism the foundation.

**Shareholding Mode.** In order to rational development of tourism resources, protect the ecological environment, rural tourism, rural tourism can be based on ownership of resources will be defined as a national property, rural collective ownership, villagers group property and personal property four kinds of farmers property rights. In the development of rural tourism, can be taken to the state, collective and individual farmers' cooperation, tourism resources, special technology, labor converted into equity and according to work with dividend income combined stock cooperative system management. Participate in the development of rural tourism by land, technology, labor and other forms. Enterprises through the accumulation fund to complete the expansion of reproduction and rural ecological protection and restoration, as well as the construction of tourist facilities and the corresponding maintenance. While dividends paid shareholders capital stock through dividend distribution. Thus, the state, the collective and the individual can obtain the corresponding revenue in accordance with their share in the development of rural tourism, to achieve deep change community involvement. Through the "stock" of rural tourism development, the responsibility for community residents (any), right (Lee), Lee (Yi) combine, and guide people to consciously participate in the protection of ecological resources on which they depend to survive, so as to ensure rural tourism healthy development.

**"Farmer + Farmers" Mode.** In the countryside away from the market, the farmers involved in development of rural tourism enterprises have some concerns, most of the farmers do not want to put money or land to the company to operate, they are more likely to trust those "model family." In these mountain village, usually "open up the door" first to develop rural tourism and have been successful in their demonstration, the farmers have joined the ranks of the tour, and from the demonstration households learning experience and technology, in a short run-after to form a "farmer + farmers" rural Tourism development model. This mode is often less investment, accommodation was limited, but to retain the most authentic rural culture, visitors spend less but also to experience the most true local customs and culture, is the most popular form of rural tourism. But by the level of management and capital investment, usually limited driving effect tourism.

**Individual Farms Mode.** The individual farm scale agricultural model is based on the development of the self-employed up to "Tourism self-employed" in the form, by self-employed farmers and fruit market transformation and tourism projects, making it a complete sense of tourist attractions (point), to complete the tourism and hospitality services. Through the development of individual farms, near to absorb idle labor, added through crafts, performances, services and other forms of production to services, the formation of point to an area of development.

## **Guidance and Management of Involved Rural Tourism**

Involved rural tourism in the form of rural tourism in the special section, which requires a full range of communities and residents, to raise the level of community economy and to achieve sustainable rural development as a fundamental objective of local governments, communities and residents have special requirements, in the development of tourism education and training should be strengthened to enhance environmental protection, tourism and management awareness, based on the long-term interests, in order to ensure the sustainable development of rural economy and society.

**Promote Sustainable Development and Enhance Environmental Awareness.** The preservation of rural ecological environment is usually more complete, but also the most sensitive and fragile ecosystems, if you do not pay attention to the protection and restoration of habitat in tourism development and construction, the rural economic and social development It will produce irreversible effects. So when tourism development to establish the concept of sustainable development of rural economy and society, from the local government, community residents to have access to education for sustainable development, by learning about the importance of the ecological environment, from thought to action are environmentally conscious form top-down environmental protection concept. Meanwhile, environmental education and action to make the

rural ecological environment more landscaping, more in line with the city tourist novelty, difference, for the United States psychological needs, to achieve economic, social and environmental benefits of the optimization of.

**Strengthen the Sense of Travel Service Through Education and Training.** The tourism activities are all around tourists and involved rural tourism must also tourists around food, housing, transportation, travel, shopping and entertainment to make arrangements. And rural residents living in long-term production, forming a loose, free and unfettered habits, greater contrast exists and requires tourist services. Farmers shifted from agricultural production self-management service reception work, in the psychological attitude and action is difficult to balance the need to strengthen awareness of tourism services. Local governments and communities in the development of rural tourism in the process, through regular organized tourism skills training and education, the elimination of farmers' service work concerns, correct attitude, enhance service awareness, improve tourism services. By organizing and participating in training classes, enhance service awareness service skills to master, and gradually complete the smooth transition from primary industry to the tertiary industry.

**Introduce Advanced Management Techniques and Gradually Implement Standardized Management.** Affected by the main tour operators, farmers still cannot fully grasp the law of tourism management industry, management level and technology has some limitations in the current rural tourism projects similar endemic situation, through the introduction of advanced technology and management system, improve and standardize the management of rural tourism, establish a marketing concept, and make the market work closely together. Through the development of rural tourism farmer participation in the assessment examination, the conditions of the issue, "tourist permit"; on the reception personnel training and examination, the implementation of job card system, and regular inspections. And every year, it appraised the implementation of activities, better conditions, excellent quality of service farmers star review, and linked to "Star" brand, establish brand awareness. Through market-oriented principle, the implementation of Households standardized management, promote involved rural tourism towards specialization, standardization, scale, brand direction, making our country to solve the "Three Rural Issues", building a moderately prosperous society side banner.

## **Conclusion**

In China, the development of rural tourism should depend on the development of rural communities and rural involved tourism development is the only way of comprehensive development. Based on the above thinking, this paper proposes the ideas of involved rural tourism development, with a view to the development of rural tourism can focus more on sustainable development of local communities, so as to better reflect the people's lives and protect people culture.

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