

Drawing on the Experience of Zhejiang Province to Promote the Development of Rural Tourism in Inner Mongolia

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Abstract—Rural tourism refers to a kind of tourism mode which relies on the countryside, takes farmers as the main body, and takes the unique natural environment of the countryside as the main attraction. It is a new form of tourism and industry. Zhejiang Province is the earliest province to develop rural tourism in China. It has basically taken a road to develop rural tourism with Zhejiang characteristics. Deqing County is the representative of rural tourism development in Zhejiang Province. It is necessary to sum up the experience of rural tourism development in Zhejiang Province. At present, the development of rural tourism in Inner Mongolia is affected by many factors, such as seasonal tourism, tourism infrastructure and so on. The quality and speed of development are not high. Seriously learning from the experience of Zhejiang Province will certainly help to improve the development of rural tourism in Inner Mongolia.

Keywords—rural tourism; China tourism; Zhejiang experience; Inner Mongolia; all-in one tourism

I. INTRODUCTION

Zhejiang Province is one of the earliest provinces in China to develop rural tourism, especially in the last 10 years, Zhejiang Province rural tourism has been in the forefront of the country. Zhejiang Province rural tourism started in 2003 when Zhejiang Province made a major decision to implement the "Eighth-Eighth Strategy" and launched the "Thousand Villages Demonstration and Thousand Villages Renovation" project in Zhejiang Province. With the expansion of the breadth and depth of Zhejiang's "Thousand Villages Demonstration and Thousand Villages Renovation" project, the connotation of "Beautiful Villages" is constantly enriched. From beautiful ecology to beautiful economy to beautiful life, the integration of the three beauties has brought vigor to Zhejiang countryside, promoted the upgrading of rural tourism industry, and brought the green income of "beautiful economy" to the rural people. [1-2]

At present, more than 120 rural tourist spots in Zhejiang Province have been rated as national A-level scenic spots, including 1 5A-level scenic spot, 10 4A-level scenic spot, 17 national demonstration counties of leisure agriculture and rural tourism, 20 demonstration sites, 6 provincial demonstration counties of leisure agriculture and rural tourism, 11 demonstration townships, 28 demonstration sites and provincial leisure sightseeing farmers. There are 95 industrial

demonstration parks, 22 national leisure fishery demonstration bases, 103 provincial leisure fishery demonstration bases and 51 provincial leisure fishery quality bases. There is a strong atmosphere of helping farmers with tourism, developing them with tourism and enriching them with tourism. It has basically taken a road of rural tourism development with Zhejiang characteristics. Zhejiang Province has become a pioneer, demonstration and agglomeration area of rural tourism development in China.

Zhejiang residential accommodation has sprung up like bamboo shoots. Since 2017, through residential survey, the network survey database of residential quarters in Zhejiang Province has been established, and the "Zhejiang residential survey report" has been formed. At the same time, the "Basic Requirements and Evaluation of Residence" was issued. The Provincial Tourism Bureau and Zhejiang Newspaper Group carried out the selection of "Ten Best Hostels" for four consecutive years, which promoted the building of Zhejiang Hostel Brand. The "Yangjiale" bases represented by Deqing Sanjiuwu and Shanju, France, and the leisure fishery base represented by Yuhang Pipawan, Nanxun Digang and Zhoushan Baisha Island have various modes and types. In particular, Zhejiang's "naked heart" series, "hermit" series, "flower hall" series and other special formats, has become a synonym for domestic characteristic residential accommodation.[3]

II. MAIN EXPERIENCES OF PROMOTING RURAL TOURISM IN ZHEJIANG PROVINCE (TAKING DEQING COUNTY AS AN EXAMPLE)

Mogan Mountain Residence in Deqing County is the representative of rural tourism development in Zhejiang Province, which has laid a solid foundation for the leading development of rural tourism in Zhejiang Province in the country for more than ten years. Deqing County, Zhejiang Province, has developed from the traditional "farmhouse entertainment" for the public to the "foreign family entertainment" for domestic and foreign tourists, including a variety of formats, mainly represented by nude valley, back dock life and French mountain dwelling.

A. Having clear development ideas

Deqing County, Zhejiang Province, takes building rural tourism agglomeration area as the core guiding ideology, has

formed a systematic industrial development plan for rural tourism agglomeration demonstration area, clearly developed rural tourism agglomeration area with Yangjiale excellent residential quarters as the leading factor, expanded and strengthened tourism industry, built the first county of China's vacation tourism, and built an international township. The destination of village tourism and vacation should clearly cultivate Deqing tourism industry as the leading industry of the county's economic transformation and upgrading, the characteristic industry of beautiful countryside construction, the leading industry of ecological civilization construction and the civilian production industry of enriching the people and benefiting the people, so as to realize the integration development of tourism and other industries.

B. Focusing on Key Work Tasks

Deqing County's tourism project takes "Yangjiale" excellent residential accommodation as its starting point, vigorously develops rural residential accommodation, international vacation, scenic villages, cultural recreation, creative agriculture, wedding tourism, tourism commodities and outdoor sports lamp as its main tourism form, and vigorously promotes the international rural tourism agglomeration of Mogan Mountains and the rural tourism agglomeration of Eastern watertowns.

C. Focusing on the Guiding Role of Master Planning

Deqing County has promulgated the Special Planning for the Development of Rural Tourism Agglomeration Areas in Deqing County, and has compiled the Detailed Control Planning for Mogan Mountain International Tourism Resort and the Control Planning for the Protection and Development of the Western Deqing Region, focusing on the calculation of environmental capacity, the delimitation of management and control zones and the space of land use in the mountainous areas around the western Mogan Mountains. In order to promote the scientific and orderly development of the tourism industry in the mountainous areas around the western Mogan Mountains, the relationship between tourism development and protection should be further handled.

D. Focusing on the Continuous Enrichment of Rural Tourism Products

Deqing County actively pays attention to the change of tourism demand in the transition from "sightseeing era" to "leisure era", conforms to the development trend from "scenic area era" to "destination era", according to the development characteristics and industrial basis of rural tourism in Deqing, revolves around the supply-side reform, and takes "Yangjiale" as the brand-led and actively develops. Holiday tourism, health tourism, sports tourism, agricultural tourism, cultural tourism, research tourism, self-driving car tourism, low-altitude tourism and other emerging product formats, actively introducing participatory tourism projects, has promoted the transformation and upgrading of the tourism industry.

E. Improving the Public Service System

The all-for-one tourism transportation network has been basically constructed, and the role of the existing tourism distribution centers has been better realized. The development of Intelligent Tourism with the functions of free WIFI,

intelligent tour guide, electronic explanation, online booking and information push has effectively promoted the radiation radius of rural tourism in Deqing County.

III. MAIN PROBLEMS OF RURAL TOURISM DEVELOPMENT IN INNER MONGOLIA

The development of rural tourism products in Inner Mongolia does not highlight the characteristics of industrial convergence, and the application of modern marketing methods is not universal. Most of them stay in the stage of "food, housing and tourism". The factors of "purchase and entertainment" are inadequate; resulting in short stay time for tourists, lack of core competitiveness and efficiency growth point, and the driving role of tourism industry is limited.

A. Serious Development of Homogenization

The existing rural tourism products in Inner Mongolia mostly stay in the "generation of rural tourism", which mainly focus on traditional farm and pastoral entertainment, and mainly on individual management. The services provided by rural tourism products are similar to each other. On this basis, the numerous rural tourist spots formed have obvious similarities, the products are identical, the taste is not high, can not effectively meet the needs of tourists at multiple levels, diversification and high cultural taste, and have not yet formed an effective attraction of selling points.

B. Tourist Seasonality is Obvious

Rural tourism in Inner Mongolia mostly based on the traditional agriculture and animal husbandry production. There are fewer modern agricultural leisure activities relying on various kinds of facility agriculture. Traditional agriculture and animal husbandry production is subject to seasonal constraints. At the same time, the seasonal tourist visits in our region are mainly concentrated in summer, with double factors overlapping. As a result, rural tourism activities in our district have obvious seasonality.

C. The Agglomeration Effect is not Obvious

The scale of rural tourism agglomeration in Inner Mongolia is not strong enough. The modern rural tourism industry with broad prospects, such as modern agriculture, flower planting, fine residential accommodation, is still scattered in various regions. The scale and intensive productivity is not enough, which has not shown the seasonal role of alleviating rural tourism in Inner Mongolia.

D. Lagging of Relevant Supporting Facilities

The construction of reception facilities, infrastructure and environment in rural tourist spots in Inner Mongolia is lagging behind. The road marking system and garbage disposal facilities can not effectively meet the needs of tourism activities, and the reception level and capacity need to be improved.

IV. THINKING AND SUGGESTION ON THE DEVELOPMENT OF RURAL TOURISM IN INNER MONGOLIA

At present, the rapid development of rural tourism in Inner Mongolia is becoming a new engine of rural economic development in Inner Mongolia. The scale, quality and

efficiency of rural tourism in Inner Mongolia are constantly improving. Rural tourism in Inner Mongolia is entering a global era and gradually becoming a new fashion for people's leisure and entertainment. However, there are still some significant problems in leisure agriculture and rural tourism in Inner Mongolia. From the perspective of the internal and external environment of the industry, it is urgent to pay attention to and solve them, so as to effectively promote the development of rural tourism in Inner Mongolia.

A. To Further Clarify the Development Goals of Rural Tourism in Inner Mongolia

Rural tourism has become an important means to promote the overall upgrading of agriculture and animal husbandry in Inner Mongolia, an important battlefield for poverty alleviation in agricultural and pastoral areas, and an important position for the poor to increase their income and become rich. The development of rural tourism in Inner Mongolia should be guided by the Opinions of the People's Government of the Party Committee and Autonomous Region of Inner Mongolia Autonomous Region on Implementing the Strategy of Vitalizing the Rural Areas. The core is to strengthen the rural tourism infrastructure and public service facilities, actively cultivate the specialization of rural tourism, and build the villages and towns with tourism characteristics in an orderly manner. Help the rural revitalization.[4]

B. Policy support for rural tourism

To support the development of rural tourism in all aspects, such as funds, land use, science and technology, training, finance, etc., refer to the regulations and documents of "Rural Tourism Promotion Measures of Xinjiang Uygur Autonomous Region" (2017) and "Huairou District Promotion of Rural Tourism Quality and Upgrade Award Measures (Trial Implementation)" (Huai Zhengfa [2018] 21) and so on. The Standing Committee of the National People's Congress of Mongolia Autonomous Region formulated the Measures for Promoting Rural Tourism in Inner Mongolia Autonomous Region or the Government of Inner Mongolia Autonomous Region issued the Opinions on Implementing Rural Tourism Development to improve the top-level design of rural tourism development in Inner Mongolia.

C. Improving the Quality of Rural Tourism Products

From the national perspective, rural tourism started with experience, and in recent years, it is developing towards leisure and vacation, in-depth experience, health preservation and living for the aged. However, due to the strong seasonality of Inner Mongolia tourism, it is difficult to become the destination of domestic and inbound tourists for vacation and leisure, health preservation and living for the aged, and the development of rural vacation and recreation tourism has limited space. To develop rural tourism in Inner Mongolia, we should adhere to the goal of focusing on sightseeing and guide and promote its basic route from general sightseeing to deep sightseeing and participation experience.[5-6]

D. Promoting the Standardized Development of Rural Tourism

At the beginning of rural tourism development, Deqing County of Zhejiang Province attaches great importance to

standardization and the incubation and guidance of rural tourism professional households. At the beginning of 2018, the star rating of tourism receptionists in rural (pastoral) areas in our region was systematically improved. It is necessary to further improve the star rating of tourism receptionists in rural (pastoral) areas of Inner Mongolia Autonomous Region according to the local standard DB15/T of Inner Mongolia "Star rating Standards for Rural (pastoral) Tourism Receptionists". 1444-2018, (DB15/T 1445-2018), continue to strengthen the evaluation of rural (pastoral) tourism grade, guide rural (pastoral) tourism professional households to develop in the direction of regularization, and lay a solid foundation for the development of rural tourism in our region.

E. Publishing Guidance Books

In view of the actual development of rural tourism in Inner Mongolia, we have organized and compiled the Guidelines for Rural Tourism Construction and Management in Inner Mongolia. The guide should include four aspects: the first is the basic knowledge of rural tourism; the second is the development and management of rural tourism (how to start rural tourism, how to build rural tourism, how to carry out market operation, how to marketing rural tourism); the third is the leadership and management of rural tourism; the fourth is domestic and foreign. In addition, it should also include some policies and regulations related to the construction, operation and management of rural tourism.

V. SUMMARY

Rural tourism is the new grasp of Inner Mongolia's all-for-one tourism. However, there are still some problems in the development, such as the concept of development needs to be improved, the lack of understanding of the connotation, characteristics and nature of rural tourism, some areas simply equate "farmhouse fun" and picking activities with rural tourism, and the serious homogeneity of projects, mainly manifested as "one side of a thousand villages", thus drawing lessons from the township of Zhejiang Province. The development of village tourism is very necessary. Absorbing the advanced practices of rural tourism in Zhejiang Province will certainly promote the rapid and healthy development of rural tourism in Inner Mongolia.

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