

# Research on Current Development of Rural Tourism in China Against the Background of the Internet Plus\*

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**Abstract**—The development of rural tourism has become an important measure and approach to realize the strategy of rural rejuvenation, and it is also a new way to realize the modernization of agriculture and rural areas. China has made remarkable achievements in the development of rural tourism industry against the background of the construction of beautiful countryside. There are also typical models of rural tourism models such as Zhejiang beautiful rural model, southern Jiangsu model, Beijing suburban model, Chengdu model and so on, which have emerged all over the country. However, the traditional tourism and leisure mode of rural tourism also highlights such outstanding problems as the damage of rural ecological culture, the single product structure, the insufficient development of industrial chain integration, excessive commercialization, and the backward management and operation mode, and so on. It does not match the demand of the new tourism market, which is scattered, personalized, self-help and diversified against the background of the Internet plus, and restricts the healthy and sustainable development of rural tourism.

**Keywords**—*rural revitalization; rural tourism; Internet plus; transformation and development*

## I. INTRODUCTION

The 19th CPC National Congress puts forward the strategy of rural rejuvenation and development, to accelerate the modernization of agricultural and rural areas in accordance with the general requirements of prosperous industry,

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\*Project: Stage achievements in the path study of Rural Leisure Landscape Construction under the View of "Cloud Life, Micro-vacation" in Jiangsu colleges and universities philosophy and Social Science Research Project (No.: 2018SJA1157).

ecological livable, civilized rural style, effective governance and rich living. This is the overall requirement and strategic plan put forward by the Party and the state on the issues of agriculture, rural areas, and farmers in the new era, and it has also brought new opportunities for the development of rural leisure tourism industry. Vigorously developing rural tourism in areas with conditions is an important way and means for the construction and development of beautiful villages and the realization of the strategy of rural revitalization, and it is also the link between the two systems. Since the 18th National Congress of China, remarkable achievements have been made in the development of rural tourism industry against the background of the construction of beautiful villages. In southern China, typical models of rural tourism such as "Anji", "Quzhou", "Huzhou" and other typical models of rural tourism have also emerged. It has aroused a great deal of response and concern in China. However, what can not be ignored is that the development of rural tourism in most areas has the same tourism pattern, serious homogenization of products, weak industrial chain, and lag in the development of system and mechanism, and so on. It is not conducive to the development of rural tourism industry and the revitalization of rural economy.

With the emergence of new era concepts such as the Internet +, Microblog and WeChat, and the reform of the national holiday system, the short-term vacation of two to three-day cycles and the "micro-vacation" of short-distance vacations have gradually entered people's horizons. Experiencing microage, enjoying cloud life has become a new trend of rural leisure tourism. Therefore, it also puts forward a new challenge to the traditional tourism mode of rural tourism.

It is urgent to break through the bottleneck and upgrade the development of rural tourism.

## II. THEORETICAL RESEARCH: A SUMMARY OF THE CONCEPT INTERPRETATION AND THE PRESENT SITUATION OF THE RESEARCH

### A. Rural Tourism

Scholars in China have defined the concept of rural tourism from different perspectives. Zhang Shumin, a scholar, thinks that rural tourism refers to the activities that occur in rural areas and can bring rural life experience to tourists. It is a new attempt to combine eco-agriculture and eco-tourism organically [1]; Scholars Wang Yuncai and Guo Huancheng (2006) defined the concept of rural tourism as follows: taking the rural community as the venue for activities, taking rural pastoral scenery, agricultural production and management activities, rural natural ecological environment and social and cultural customs as attraction primers. In order to enjoy the rural scenery, experience agricultural production and labor, understand folk customs and return to nature for the purpose of tourism; Xiao Youxing points out that rural tourism is based on the rural space environment, taking the unique production form, folk customs, life form, rural scenery, rural residence and rural culture as the object of rural tourism, a form of tourism that combines sightseeing, excursion, entertainment, leisure, vacation, and shopping. [2]; In recent years, more and more urban residents are eager to go to the countryside to breathe fresh air, feel the rural life, experience the local people, and become a new way of life to ease the pressure of the city. Therefore, rural tourism has also ushered in a rare opportunity for development, which has become one of new models and the new ways of rural revitalization and development.

### B. "Micro-vacation" Tourism

With the emergence of new era concepts such as "the Internet, Microblog, WeChat" and the reform of the national holiday system, "micro-holiday" travel mode for 2-3-day short-term vacation, short-distance holiday, is becoming a new trend of rural leisure tourism, so it also poses a new challenge to the traditional tourist rural tourism mode.

In combination with domestic scholars' research and official reports of mainstream media, "micro vacation" tourism is a new tourism experience mode, characterized by short travel, short time, small groups, liberalization, individuation and diversified experience. In the process of emphasizing emotional experience, advocating culture, interaction, cross-border artistic feelings, strive to integrate into the life of villagers, feel the original local culture.

### C. Current Status of Research in China

Since the 1990s, with the rise and development of rural tourism, domestic scholars have carried out research on rural leisure tourism one after another, and have made remarkable theoretical achievements. Professor Zhou Wuzhong put forward his own unique planning concept of "New Countryside Doctrine". Wang Na analyzed the driving force of rural tourism development from three aspects: macro-motive

force, meso-dynamic force and micro-dynamic force. Professor Zhang Jinhe put forward the idea of promoting the integration of rural ecological construction and rural leisure tourism, Professor Huang Zhenfang advocated attaching importance to the cultural protection and inheritance of rural leisure tourism against the background of new urbanization. Professor Sun Jiuxia proposed to promote the participation of rural tourism communities and explore a new way out of the problem of "agriculture, countryside and rural areas", and Professor Jin Cheng proposed to deepen the spatial research on rural leisure tourism landscape to promote the optimization of the spatial pattern.

At present, domestic scholars have defined the concept of rural tourism, rural tourism perception and behavior, rural tourism planning and product development, rural tourism culture protection, rural tourism land use, rural tourism stakeholders and community participation, rural tourism development path and mode, the rural tourism and the new socialist countryside construction, the rural tourism sustainable development have achieved a rich theoretical research result[3].

The above-mentioned academic research and practical exploration have made great contributions to the theoretical research and academic discussion of rural tourism, and have also provided a solid academic basis for my research on this subject. However, there is still a need to deepen and expand the space: at present, there are more repeatability research on rural tourism, there is little theoretical Innovation exploration and critical thinking; [4] Existing research on the "Internet+" and "cloud life, cloud computing" new situation, the new background of rural "micro-vacation" tourism mode is still very little, is still in the fragmented, one-sided, non-systematic research stage. It provides the necessity and space for the research on the transformation and upgrading of rural tourism under the new situation.

## III. CASE ANALYSIS: CURRENT SITUATION AND PRACTICE AND MODE ANALYSIS OF RURAL TOURISM

### A. Current Situation and Practice

China's rural tourism rose in the 1990s and entered an all-round development period after 2000, with the increase of tourist attractions, the expansion of tourism scale, the widening of its functions, and the expansion of its scope, showing a good momentum of development. In 2008, rural tourism throughout the country received more than 400 million tourists, and tourism revenue reached more than 60 billion Yuan, accounting for 23% and 8% of the total tourist reception and total tourism income at that time [5]. Since the 18th National Congress, with the development of China's beautiful rural construction, China's rural tourism industry has also ushered in a rare opportunity for development. In 2016, the number of rural leisure tourism tourists in the country reached 2.1 billion, with a total operating income of more than 570 billion Yuan, for 6.72 million farmers to provide jobs [6], China's rural tourism construction has entered an unprecedented stage of vigorous development.

Rural tourism in China is mainly distributed in the eastern coastal economic developed areas, such as Jiangsu, Zhejiang,

Shanghai along the Yangtze River Delta around the metropolitan area; The distribution of rural tourism around Bohai economic circle and Beijing, Tianjin capital economic circle is the most intensive, followed by the surrounding areas of central metropolis, such as Chengdu, Chongqing, Wuhan, Xi'an, etc., while the remote areas in the west are relatively few. According to the mode of rural tourism development, there are four types of rural tourism development: urban fringe type, scenic spot fringe type, characteristic traditional village, characteristic agricultural product base and so on. Based on the analysis of the above types and the investigation of the present situation of domestic development, the models of the mature rural tourism areas which are more influential in China at present are as follows:

### *B. Typical Pattern Analysis*

1) *The model of "Beautiful rural" in Zhejiang Province:* Zhejiang is the area that takes the lead in the construction and practice of "beautiful rural" in the whole country, and it is also an area where the rural tourism construction develops earlier and more mature, and the "Anji" mode of integration and development of "Primary industry, secondary industry, tertiary industry" with considerable influence has emerged all over the country; the "Huzhou Mode" of the cooperation between the school and the enterprise of the city; "China home of beauty" as the characteristics of the "De Qing model"; Green home, rich mountain village as the characteristics of the "Lin'an model"; "South Taihu Lake happiness community" as the characteristics of "Wuxing model", "Quzhou model" of "four-level joint creation" and so on [7]. These regions take the lead in carrying out the construction of beautiful villages throughout the country, promote the development of rural tourism with the idea of managing villages, and their development features rely on superior natural cultural resources and characteristic agricultural industries, vigorously develop the secondary industry, which is dominated by the processing of agricultural products, make great efforts to expand the tertiary industry with rural tourism and rural leisure as the leading products, and built the rural tourism model of "harmonious folk style, diverse industrial models, deep local culture, and sound foundation". It has played an exemplary role in the development of rural tourism in other parts of the country, and has an important practical significance for reference.

2) *Jiangnan characteristic rural model in Jiangsu:* The rapid development of rural tourism in Jiangsu has formed a variety of forms of product clusters, such as modern new countryside, high-tech agriculture, ancient towns and ancient villages, leisure and sightseeing, holiday experience, farm stay and so on. It takes the agricultural characteristic industry as the breakthrough, takes the rural ecological environment protection as the foundation, promotes the farmer's happiness as the purpose, with the enhancement rural cultural construction as the focal point develops the rural leisure tourism, and has formed its own unique mode. The rural

tourist attractions in Jiangsu Province are generally dense in the south and sparse in the north [8].

Nanjing Gaochun Yaxi Township according to the international "Slow City concept" successfully built a 50 km long "International slow City" rural eco-tourism belt; Suzhou Wu Jiang rose garden developed the characteristic flower industry through the land lease, guided the villager scale planting, the deep processing, forms the food, the housing, the entertainment, the travel, the purchase whole factor accumulation; Nanjing Jiangning Shitang people pay attention to staggered development in the development of the industry, forming a unique product system of "one village, one product, one township and one industry". Yixing fence garden established agricultural products cooperative according to the company+ base+ market +farmer's form, which formed "fence post station "farm stay" brand.

3) *Beijing suburb model:* The suburbs of Beijing are surrounded by mountains, with steep ups and downs, peculiar canyons, Yongding River, Chaobai River pass through the area, and deep cultural history of scattered rural areas. It has the unique advantage of developing rural leisure tourism. Rural tourism in Beijing has experienced four stages: spontaneous development, quantity expansion, standard development and quality improvement, and it is in the stage of quality improvement [9]. The form of "farm music", which used to be used to eat and live in a farm house, has been transformed into a rich and colorful leisure and vacation mode with various contents, including natural scenery, history and culture, agricultural experience, and so on.

In recent years, Beijing has implemented a series of industrial distribution patterns, such as "one district, one characteristic", "one ditch and one product", "one village, one product", and so on. By virtue of its resource advantages, various places have gradually formed distinctive tourism products. Such as "watermelon festival" in Daxing, "cherry picking festival" in Mentougou, "peach blossom festival" in Pinggu, etc as the representative of the picking tour; leisure farm tour in Tongzhou district; take Huairou Manzu culture folk custom village and so on as the representative folk customs tour and so on [10]. In particular, in 2009, the Beijing Tourism Administration concluded and launched eight new forms of rural tourism, namely, leisure farms, rural hotels, plucking hedge garden, international post stations, landscape families, national style gardens, health mountain bars and ecological fishing villages. At the same time, detailed standards and evaluation methods have been made for each kind of tourism industry. Rural tourism has entered a standardized and normalized development stage [11].

4) *Chengdu suburban model:* Chengdu is a famous leisure tourism city in China. Its rural tourism resources are rich and diverse, and its farming culture tradition is well preserved. Rural tourism in Chengdu has three demonstration counties (cities, districts) for leisure agriculture and rural tourism, two demonstration sites for leisure agriculture and rural tourism throughout the country, 59 villages with tourism characteristics, 84 star-rated rural hotels, and 121 star-rated farm stays, which has formed a rural tourism industry with

farm stays, rural hotels, national agricultural tourism demonstration sites, tourism characteristic villages, tourism ancient towns as the main products [12].

Historical and cultural towns (villages) represented by Huanglongxi ancient town, Luotai, Dujiangyan as the representative of ancient agricultural irrigation water conservancy scenic spots, Sanshenghua Township, Longquan "Taohua hometown" as the representative of the farm stay; In combination with the reconstruction of Wenchuan earthquake disaster area to launch post-disaster reconstruction of new village sightseeing tours are Chengdu citizens holiday important rural leisure tourism destination, also become an important tourism resources for Chengdu to develop global tourism.

#### IV. ANALYSIS OF THE CURRENT SITUATION PROBLEM OF RURAL TOURISM DEVELOPMENT BASED ON INTERNET BACKGROUND

##### A. *Lack of Systematic Planning of Rural Tourism Industry and Lack of Coordination*

Through investigation, it is found that the products of most rural tourist attractions in China are seriously homogeneous, and most of them are in blind development, independent development, decentralized management, emphasizing immediate interests but neglecting long-term sustainable development, and so on. Deep-seated reasons: lack of macro, systematic rural leisure tourism development planning. Therefore, the government should first organize and draw up an overall and systematic rural tourism development plan, taking fully into account the comprehensive factors such as specific traffic conditions, tourism resources, tourism base and ecological carrying capacity of each village, co-ordinate the short-term and long-term development interests, and then guide the rural development step by step according to the plan, orderly development. The government should coordinate the short-term and long-term development interests, and then guide the villages to develop gradually and orderly according to the plan.

##### B. *The Supporting Infrastructure Is Seriously Insufficient, and the Level of Tourism Development Is Not High*

In addition to the better development of several typical areas, most of the rural areas have a serious lack of comprehensive tourism attractions, transportation facilities are not convenient, fast; the lack of identification guidance system for foreign tourists, the only simple logo also does not have eye-catching marks in other languages, such as English and Japanese, which is extremely asymmetrical in the context of the increasing popularity of international tourists entering the country. Construction of rural resort hotel and theme hotel is lacking, there is not enough characteristic residential hotel facilities that can retain tourists; Rural water, electricity, network, communication, natural gas, medical care, sanitation, garbage disposal and other public service supporting facilities are not yet in place, can not provide vacationing and leisure citizens with facilitated, convenient and comfortable rural travel space, which also limits the sustainable development of rural tourism.

##### C. *Tourism Product Structure Is Single and Lack of Characteristic Brand*

The structure of many rural tourism products in China is single, and the tourism activities are seriously homogeneous, most of them still stay in the stage of "Farm stay" where they eat their meals and live in their houses, and most of which experience the activities of agricultural picking and fishing in the village and so on. The individual and diversified local experience is lacking, the original and original agricultural experience is short, the tourists' entertainment, shopping and other participatory activities are obviously insufficient; and the tourism level is small, the operation is dispersed, the industrial scale effect is insufficient, lack of "Suzhou Yangcheng Lake Gate Crab", "Xuyi lobster" as loud and distinctive brand, most of the rural merchants are not aware of the brand, the management idea is lagging, the extensive development, the low-level vicious competition is outstanding, the development of the good brand has not done a great job and so on.

##### D. *The Enthusiasm of Peasant Masses to Participate Is Not High, and the Degree of Industrial Integration Is Insufficient*

In the process of rural tourism development, farmers are important participants. Raising farmers' income and mobilizing farmers' enthusiasm are the premise and guarantee for sustainable development of rural tourism, but some of the rural tourism products have a single structure. The integration degree of primary, secondary and tertiary industry is not high, mainly in sightseeing agriculture and catering industry, the lack of deep processing of agricultural products and tourist souvenirs, the secondary industry of traditional handicraft production, coupled with the lack of other tourism features mining, tourism seasonal obvious; Therefore, there is no real increase in the economic income of farmers in the development of tourism, nor can local department mobilize the enthusiasm of the majority of young farmers to return home to participate in the construction and development of rural tourism, which has become the bottleneck of restricting the rapid development of rural tourism.

##### E. *Local Folk Culture Mining Is Not Enough, and There Is No Innovation of the Times*

At present, in the process of rural tourism development in China, the regional culture and intangible cultural heritage have not been well mined and inherited. At present, in the process of rural tourism development in China, the regional culture and intangible cultural heritage have not been well excavated and inherited, too many elements from foreign countries, insufficient local memory, rural dwellings "one side of a thousand villages", a simple imitation of urban architecture, too many plagiarism other village construction, lack of regional architectural features excavation, protection.

Against the background of big data, Internet, how is rural tourism to innovate its tourism mode by means of modern science and technology, to increase the integration and development of the first, second and third industries in rural areas by means of modern biotechnology and agricultural science & technology, and to perfect the agricultural industrial chain, establish modern rural tourism system.



*F. Weak Alignment with National Strategies Such as the Revitalization of Villages and the Construction of Beautiful Rural*

In recent years, tourism bureaus in various parts of China are integrating various rural tourism resources, trying to increase tourism facilities and perfect the layout of tourist attractions, but they are still limited to the tourism industry, and the cooperative development with other administrative departments of the government is insufficient. Integration and co-ordination of rural tourism planning & beautiful rural construction and rural revitalization & development of strategic planning is insufficient. The development of rural tourism is an important mode and practical exploration for the construction of beautiful rural and the implementation of rural revitalization strategy, and the modernization of agriculture and rural areas is the development goal of the strategy of rural revitalization. Rural tourism is the organic combination of sightseeing agriculture, ecological agriculture, promoting the integration and development of primary, secondary and tertiary industries, and has an inherent coupling relationship with the strategy of rural revitalization. Therefore, it is necessary to link up the overall relationship of development planning, coordinate the integration and development of tourism & agriculture and other industries, and make good use of the interactive mechanism relationship between rural tourism and rural revitalization strategy.

#### V. CONCLUSION

The development strategy of rural rejuvenation is an important national strategy of the "three rural" policy in the new period of China, and the development of rural tourism is becoming an important way to realize rural rejuvenation more and more. Since the 18th CPC National Congress, along with the promotion of new urbanization and the development of beautiful rural construction, China's rural tourism industry has been rapidly developed, and "Zhejiang beautiful rural model", "southern Jiangsu model", "Beijing suburb model", "Chengdu model" and other typical rural tourism models have emerged in China. However, with the development of big data and mobile Internet in the new period, the traditional rural tourism model can not meet the diversified tourism and leisure needs of people, and the lack of industrial macro-planning and decentralization in its development; The ecological culture is damaged, the local folk custom inheritance is insufficient; the product structure is single, the characteristic brand is lacking; Outstanding problems such as lack of integration degree of industry and low enthusiasm of farmers to take part in it have seriously restricted the health and sustainable development of rural tourism. It is urgent to combine the new trend of "micro vacation" tourism development against the background of Internet +, break through the bottleneck, transform and upgrade the development.

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