

The Impact of Rural Tourism Development on Rural Women—A Case Study of Liyu Village in Tai'an City

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Abstract: In recent years, with the vigorous development of rural tourism, rural women have played a great role in rural tourism. This paper takes the influence of rural tourism on rural women as the theme, and the women of Taian Liyu village as the main research object, and studies the influence of rural women's perception on rural tourism. Research shows that the development of rural tourism has a positive impact on the family economy of rural women, increases the economic income of rural women, and is conducive to the realization of economic independence of rural women. By participating in rural tourism, the family status of rural women has been improved, and rural women gradually have the right to speak in family affairs decision-making. Rural tourism has provided a large number of employment opportunities for rural women, changed the employment mode of rural women, and broadened the channels for rural women to find employment and start their own businesses. By participating in rural tourism, the ideas of rural women have been changed, and rural women have begun to pay attention to the realization of self-value, and their sense of responsibility in participating in rural tourism has been continuously enhanced. On this basis, this study puts forward suggestions and opinions on the development of rural tourism in Liyu Village and the participation of rural women in rural tourism.

Keywords: Rural tourism; Rural women; Liyu village; Tai'an City

1. Introduction

Since the new era, China's tourism and agriculture have developed together, integrated with each other, and made remarkable achievements. Rural tourism has now become an indispensable and important part of the process of further realizing rural revitalization and "building a harmonious countryside and presenting a beautiful China". Through the development of rural tourism, farmers began to emerge in the tourism industry, which also makes China's rural human resources have been fully used. At the same time, rural tourism can help accelerate the adjustment of China's rural industrial structure, build a new socialist countryside with Chinese characteristics and realize urban-rural integration [1].

The Opinions on Accelerating the Revitalization of Rural Talents issued by the General Office of the CPC Central Committee and The General Office of the State Council in 2021 clearly put forward that it is necessary to "put the development of rural human capital in the first place and vigorously cultivate local talents." According to the current situation of the actual residential population structure in rural areas and the development of urbanization in the new era, it can be seen that rural women, the elderly and children account for the majority, and rural women are the main labor force, and the characteristics of local feminization are particularly significant. Therefore, in the process of local talent training, it is of great significance to develop rural female human resources and broaden the channels and ways for rural women to participate in rural construction.

Women are not only the beneficiaries of rural tourism, but also the promoters. Due to the constraints of traditional cultural concepts, low adaptive ability, weak organizational ability and other factors, rural women do not have rich knowledge accumulation and strong business ability. However, their delicate emotions are the "lubricant" for good relations between communities and neighbors, and they can build a good social order in rural areas. They are familiar with the local customs and people's feelings, so they are excellent "inheritors" of local culture, which makes them play a key role in the development and construction of rural tourism. Rural women have played an irreplaceable role in the development of rural tourism by virtue of their own advantages, and have gradually become one of the indispensable main forces to promote the development of rural tourism [2]. However, at present, there are few researches on rural women's participation in rural tourism in our country, and there are still some limitations in understanding the value of women's participation in rural tourism development and providing

suggestions and support for rural women's participation in rural tourism development. Therefore, it is particularly important to discuss the influence of rural tourism development on rural women.

Therefore, from the perspective of rural women, this paper takes Taian Liyu Village in Shandong Province as the research destination, aiming to understand the participation degree and role of rural women in rural tourism through field research, and through their perception of rural tourism development. This paper analyzes and studies the impact of rural tourism on rural women in four aspects: family economy, family status, employment situation and ideology, attracts more rural women and female talents to participate in rural tourism, and provides new ideas for rural women's independent employment and entrepreneurship.

2. Experimental design

2.1 Study area introduction

Liyu Village belongs to Tai 'an City, Shandong Province, located in Daolang town, Daiyue District, the west foot of Mount Tai, located in Shandong Province, "one mountain, one water and one saint" classic tourist line, only 7 kilometers from the Beijing-Shanghai high-speed railway Tai 'an Station, Beijing-Taiwan Expressway, 23 kilometers from Mount Tai scenic spot, about half an hour's drive, convenient transportation, geographical location. The village forest area of about 5000 mu, the forest coverage rate of 95%, the content of negative oxygen ions is very high. Liyu Village is not only dense jungle, surrounded by mountains and rivers, beautiful natural scenery, there are rich products, the village planted chestnuts, apples, walnuts and other agricultural products and sold all over the country. Liyu Village has many historical sites such as the celestial turtle, the Chinese painting cliff, and the Taishan Grandma Stone, as well as the well-preserved historical sites such as the Great Wall of Qi and the Yuanshuai Mansion^[3].

Liyu Village is one of the first major villages of China's rural tourism, and has won many honorary titles such as model village of Chinese rural tourism and national civilized village. In 2013, under the leadership of the Party branch of Liyu Village, seizing policy opportunities and actively making construction and adjustment, Liyu Village set foot on the road of rural revitalization for the development of rural tourism. With rich tourism resources, Liyu Village has planned the rural tourism industry of "one ring, one belt and seven plates", and strives to build a tourism pattern with numerous tourism categories that can meet the needs of different tourists. At the same time, under the leadership of the village Party branch, Liyu Village has created a rural tourism brand of "Taishan people Spring Liyu", expanded the popularity of rural tourism in Liyu village, and has developed a number of farmhouse music, introduced homestay, and built a sketch practice base and a base for literary and artistic creation. Through the efforts in recent years, the per capita disposable income of villagers has increased from 4,000 yuan to more than 18,000 yuan. Liyu Village also actively develops the e-commerce industry and sells its abundant agricultural and sideline products to all parts of the country through various sales forms^[4].

2.2 Questionnaire survey

In May and July 2023, field investigation and questionnaire survey were carried out in Liyu Village. A total of 120 questionnaires were randomly distributed, and 115 were valid, with an effective rate of 92.5%.

3. Research results

3.1 Analysis of sample characteristics of female interviewees

From the perspective of the age of respondents, both 45-50 and 51-64 years old accounted for more than 30% of the respondents, so it can be seen that 45-64 years old is the main concentration age of respondents. The reason for the small number of other age groups is that with the development of society, in order to seek a better quality of life, young and middle-aged people usually choose to go out for study or development. Therefore, those who remain in the village are mainly middle-aged and elderly people, and some young and middle-aged people who choose to stay in order to take care of their families. This also makes them the main labor force in farming, farming and other activities. In terms of marital status, the majority of respondents were married women, accounting for 86.5%. This is also consistent with the age profile of the respondents. From the level of education, respondents generally have a low level of

education, mainly concentrated in junior high school education, followed by primary school education and below, and fewer people have university diplomas. One of the main reasons is that in the past, the village was relatively poor, without good teaching quality and good learning conditions.

From the perspective of the respondents' working time, there are more people who have been working for more than 5 years, nearly half of the total number of respondents. Some of these people began to work at the beginning of the development of rural tourism in Liyu Village, and some chose to join the development of rural tourism in Liyu Village. From the working time of other interviewees, it is not difficult to see that with the vigorous development of rural tourism in Liyu Village, more and more people will choose to come back, stay or join in the future to help the development of rural tourism. Detailed results are shown in Table 1.

Table 1: Demographic characteristics of the sample

| Category | Options | Percent(%) |
|-----------------------------------|---|------------|
| Age | 18-33 | 9.91 |
| | 31-44 | 19.82 |
| | 45-50 | 30.63 |
| | 51-65 | 37.84 |
| | >65 | 1.80 |
| Marital status | Married | 86.49 |
| | Spinster | 13.51 |
| Educational level | Primary and below | 16.22 |
| | Junior high school | 42.34 |
| | High school/secondary school/junior college | 28.83 |
| | Undergraduate course | 12.61 |
| The time spent in the current job | No | 2.70 |
| | <1 | 8.11 |
| | 1-3 | 13.51 |
| | 3-5 | 27.03 |
| | >5 | 48.65 |

At present, the forms of female participation in rural tourism in Liyu Village mainly include: Participate in the management of daily things, act as a guide, participate in the production, harvest and sale of agricultural and sideline products, operate residential or farmhouse or picking garden, etc., and contribute to the development of rural tourism by joining the volunteer service team in the village. Volunteers generally do some services such as maintaining rural environmental health and guiding tourists to visit. Of course, the forms and contents of women's participation in rural tourism work are not limited to this, and there are many other forms of participation. Although most women have entered the elderly stage, their rich life experience and strong motivation are also valuable labor force to help rural tourism. Secondly, women have a positive attitude towards the development of rural tourism and their participation in rural tourism. Regarding women's attitudes towards rural tourism development, nearly 95% of respondents believe that rural tourism development plays an important role in promoting rural development, increasing farmers' income and protecting the environment.

All in all, Liyu village women participate in the form of rural tourism is very rich. At the same time, they are very optimistic about the development prospects of rural tourism, and believe that the development of rural tourism has played a very positive role in the development of rural areas, farmers' income, environmental protection and other aspects. Of course, the government is also constantly helping rural women to better participate in rural tourism.

3.2 The impact of participation in rural tourism on rural women

Under the influence of traditional family concepts and gender concepts, rural areas are usually a family model of "men work outside and women work inside". Men are responsible for working outside to make a living, while women are responsible for staying at home to take care of the elderly and children, which is unfair for most women. Because the main economic source of the family depends on men, women because of the characteristics of "housewives", do not have much leisure time, usually choose to do odd jobs near the home workshop or factory, less income, thus forming a situation in which men grasp the economic rights of the family. And rural women are often because of the lack of economic income, resulting in a lower family status, basically no free money control rights. Therefore, the increase of women's income can not only increase women's confidence in family activities, so that they can enjoy

the right to freely control funds, but also promote family harmony.

Family status generally refers to the degree of prestige that a person has among family members. In traditional society, men usually play the role of the head of the family. However, under the influence of the environment of the new era, people in today's society usually put aside the concept of male and female gender, and take income level and discourse power as the standard to measure a person's family status. For rural women, economic independence is a more effective way to improve their family status. In the process of participating in the development of rural tourism, women have achieved economic growth through the sale of agricultural and sideline products, the management of homestays, and the farming family entertainment. It is understood that their annual economic income is at least nearly 10,000 yuan, and their annual economic income can reach 50,000 or 60,000 yuan. Nearly three-quarters of respondents said they now earn more than half of their family's income, and the vast majority of respondents said they have freedom to spend money. For some respondents who chose a "neutral" attitude in family income, they said that "they did not deliberately compare the income of their families", "their families are also participating in rural tourism, and they also have a lot of gains." It can be seen that the development of rural tourism not only provides opportunities for the development of rural women, but also creates good conditions for the increase of rural women's economic income.

With the steady development of rural tourism, rural women have obtained a large number of employment opportunities, increased economic income, and gradually achieved economic independence, which makes their family status has been significantly improved. Most women are no longer the main undertakers of all household chores, and most women describe their home atmosphere as pleasant. It can be seen that rural tourism has played an important role in helping rural women improve their family status, enabling rural women to gradually have the right to speak in family decision-making, not to be limited to the traditional concept of "male superiority over female superiority", and to freely communicate with their families. At the same time, the improvement of family status has also led to the transformation of women in the division of housework, doing housework is no longer the exclusive of women, but has become a common obligation of family members. Through the changes in family economy, status and division of housework brought about by participating in rural tourism, the family atmosphere is also gradually changed. There are less arguments and more calm communication, which makes the family atmosphere more harmonious and pleasant. Rural women have a strong willingness to participate in rural tourism, and they hope to realize economic freedom through participation in rural tourism. In the process of participation, they can constantly explore their own potential, enrich their self-cognition, and gradually realize their own value. If at the beginning rural women chose to participate in rural tourism to increase their income, then now they have taken it as their responsibility to participate in the development of rural tourism, 89% of rural women think they have the responsibility to participate in rural tourism. As a member of the village, they participate in rural tourism with their yearning for a better life and expectations for the prosperity and development of the countryside. The improvement of economic income and the change of the quality of life make them gradually realize the importance of developing rural tourism, and begin to consciously protect the rural environment, and show the good features of the countryside to tourists by standardizing their own words and deeds and improving the service level, so as to improve the visibility of the countryside and promote the rapid development of rural tourism. Detailed results are shown in Table 2.

Table 2: The impact of participation in rural tourism on rural women

| Degree | Strongly disagree (%) | Not agree (%) | Neutrality (%) | Agree (%) | Quite agree (%) |
|--|-----------------------|---------------|----------------|-----------|-----------------|
| Women's attitudes towards taking on all the housework | 66.67 | 20.72 | 4.5 | 7.21 | 0.9 |
| Women's attitude towards a good family atmosphere | 0 | 1.8 | 8.11 | 41.44 | 48.65 |
| Women's attitudes towards their responsibility to participate in rural tourism | 0 | 2.7 | 8.11 | 36.94 | 52.25 |

Due to the influence of traditional gender concepts and women's own reasons, women have been at a disadvantage in job hunting and entrepreneurship, and have been subjected to various unfair treatment such as different entry thresholds, salary differences, efforts are not valued, and even layoffs are given

priority. This is especially true of rural women, who, because of family constraints and low education levels, often do manual or cheap temporary work.

Rural tourism integrates play, entertainment, catering and accommodation, and has derived related industries and services such as farmhouse management, residential management and agricultural product planting, providing new employment methods and opportunities for rural women [5]. At the same time, rural women's own personality characteristics, living environment and experience shape them into the priority candidates suitable for participating in rural tourism and can promote the rapid development of rural tourism. "The family used to live by farming and selling grain, and the annual harvest was only a few thousand yuan. After the development of rural tourism, fruit trees were planted, and the annual income caught up to many times before." "I used to work outside, and the annual income was so little, and then I returned to the village to open the farmhouse, and the family all followed, and the annual income could be more than 100,000, and now I can make money without leaving home..." These are some of the views of rural women on employment and entrepreneurship that the author learned through news interviews and field research. In combination with the enthusiasm of rural women to participate in rural tourism, rural tourism does provide rural women with more employment opportunities and better employment conditions, so that rural women cannot be limited to the family, break away from the traditional "housewife" image, and have their own work career. At the same time, rural women have found new ideas in the direction of entrepreneurship.

4. Discussion

4.1 There are some problems in the development of rural tourism and women's participation in rural tourism in Liyu Village

Liyu Village has a good location advantage, rich tourism resources, and has created a unique characteristic brand, but because of the extremely high visibility of Taishan tourist scenic spot, coupled with weak publicity, resulting in Liyu Village in the province or urban tourists more, few tourists from other provinces choose here. Most of the information learned through Internet search is policy news, and there are few tourism features and travel guides, which also makes some tourists only know its name, but there is no desire to travel here.

Liyu Village relies on rich tourism resources to develop a lot of tourism products, but some of the development is not enough, the lack of innovation, resulting in tourism products have no characteristics, not too attractive to tourists. According to the survey, women in Liyu Village are more willing to participate in rural tourism, but most of the women with higher participation are middle-aged and elderly women, so the knowledge reserve is low, and the participation form is relatively simple, and can only engage in some simple and do not require much technical content of the work, which also makes the service of rural women is not strong.

In terms of the current participation form and age of rural women, there are fewer women and young women in the management of Liyu Village, and there is a lack of rural female talents and young women's participation. Mainly due to ideological concepts, the quality of rural living environment and other reasons, the attraction of rural female talents, especially young people, is low, and female talents cannot be retained.

4.2 Suggestions on the development of rural tourism in Liyu Village and women's participation in rural tourism development

In recent years, the development and use of new media have become more and more extensive and frequent, and the public is more inclined to use new media to understand brands and products. Liyu Village has its own characteristic brand - "Spring Liyu" and rich tourism products, but due to the weak publicity, less publicity and other factors, resulting in low visibility. Therefore, Liyu Village should expand publicity channels, using new media such as "wechat public account", "Douyin", "Little Red book" and "Weibo" to register exclusive accounts and release high-quality featured videos or articles for promotion, so as to expand publicity efforts. In addition, it can also use celebrity effect, country music festival, network broadcast and other forms of publicity to enhance the exposure of brands and products.

With the gradual improvement of people's living standards, consumer demand is gradually upgraded, and people's attention to hot and novel things is also increasing. This requires the tourism industry to constantly innovate in order to meet the various needs of consumers. Rural tourism should respond to

the call of the state, adhere to the eco-tourism route, practice the concept of green development, avoid overdevelopment, give full play to the advantages of rural local resources, create a unique tourism brand, and develop high-quality tourism cultural and creative products. Liyu Village has rich tourism resources, and has developed various rural tourism projects, such as hiking, mountaineering, camping, picking and other rural tourism activities, but because of the lack of characteristics, it is not attractive to tourists. Liyu Village should follow the development trend, not limited to a single form, but to add more novel and characteristic content, in order to attract tourists and expand popularity. At the same time, the introduction of foreign resources, absorption and learning of foreign characteristics of experience, is also conducive to enriching and expanding tourism products.

In rural tourism, talent is the prerequisite to promote its development. Rural women generally have a low level of education, lack of knowledge reserve, it is difficult to be competent for technical management work. Therefore, on the one hand, rural women can study independently according to their own actual conditions, take the initiative to learn tourism-related knowledge, and improve their service capabilities. On the other hand, rural areas and the government should attach importance to the basic education of rural women, increase investment in rural women's education, and further support and encourage rural women to receive higher education training, enrich knowledge reserves, and comprehensively improve their own quality. At the same time, regular business training should be held to urge and supervise the participation of rural women in rural tourism, and gradually improve their own business ability [6].

The government can play a leading role in promoting the participation of rural women in rural tourism. First of all, the government should play a leading role, abandon the traditional gender concept, create a social atmosphere of equality between men and women, and establish a new concept of training and exploring rural female talents. Secondly, the government should improve the establishment of a policy system for female talents, increase the incentive system for rural women to participate in rural tourism, and provide additional preferential policies for rural female talents who stay in the local area and are willing to contribute to rural development, such as living subsidies and priority approval of loans. Moreover, the government should vigorously promote the positive role of women's participation in the development of rural tourism, attract more young women to participate in rural tourism, and enable rural women to increase their understanding of rural tourism, so as to increase their probability of choosing to work.

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