

The Path Selection of Rural Tourism in Lanzhou City under the Background of Rural Revitalization

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Abstract: *The implementation of a rural development strategy not only provides an important historical opportunity for the development of rural tourism but also a new demand [1]. With the combined backing of the DSR model and the "driving force-state-response" development logic structure, rural tourism's reaction logic to rural revival strategies spirals deeply, which is reflected in the following aspects: by adopting the overall requirements of rural development strategy, rural tourism can obtain better "policy dividend", advance the modernization and growth of rural tourism and strengthen the strategy for rural development. In the path selection, we can coordinate the rural revitalization strategy through the methods of subject analysis, urban-rural mechanism analysis, factor structure analysis, ecological industrial chain analysis, and characteristic brand analysis, to promote the modernization transformation of rural tourism platform, solve the bottleneck restricting the development of rural tourism in Lanzhou, further realize the sustainable strategic development of rural tourism and increase the income of stakeholders.*

Keywords: *Rural tourism; Rural revitalization; Operational logic; Path analysis*

1. Introduction

The 20th National People's Congress Standing Committee (NPCSC) emphasized that rural development is an extraordinary choice, and the great rejuvenation of China people is also an important mission of modernization. To grow rural tourism, we must embrace the national development plan of the modern period, fully utilize the benefits of cultural resources, aggressively produce distinctive commodities, and support the long-term stability and prosperity of the rural economy. The Communist Party of China's 20th National Congress has called for the rapid development of rural areas. The Communist Party of China's 20th National Congress has called for the rapid development of rural areas. Keep "integration of urban and rural areas" and "agriculture-oriented" as the main priorities, and steadfastly support the revival of rural enterprises, talents, culture, ecology, and organizations. New opportunities and new challenges will also bring key social opportunities for innovative rural tourism in Gansu, which is the most adequate "time" for Gansu to implement the rural revitalization strategy. This article presents recommendations and remedies for the growth of rural tourism in Gansu Province, completes the industrial transformation, and then fosters the industry's prosperity based on the summary and analysis of the development model of rural tourism, meets the needs of national tourism, and promotes the great goal of rural revitalization. In recent years, different research methods and perspectives of researchers reflect the common research demands: In light of rural regeneration, new research is necessary for the growth of rural tourism, and careful consideration and in-depth thought are needed for the development route of this industry. In line with this demand, this study investigates a unique model for Gansu's rural tourist growth, gives suggestions and reflections on solving development problems in Gansu from various angles, and further improves the research topic of rural tourism development.

2. Literature Review

The 19th National Congress introduced the rural revitalization plan, a strategic doctrine that the 20th National Congress expanded upon to end poverty and promote prosperous rural development in China. One issue that rural development faces globally is the deterioration of rural regions. On the issue of "the world", most of the relevant studies in the West are from the aspects of elements, cases, and subjects, and

because of its development characteristics, scholars from all over the world are committed to promoting rural development by developing rural tourism.

Rural tourism is a novel mode of tourism that emerged in Europe in the 19th century, and the West has accumulated some successful experiences in industrial scale and management. Rural tourism in Western countries has developed very well and has some successful experiences in industrial scale and management. Through the analysis of the existing research data, it is concluded that the relevant research is mainly carried out from the following aspects. Gosling's (2001) research on Tanzania shows that with the increase of tourists and tourists' activities, the natural and cultural atmosphere in rural areas has deteriorated correspondingly, and noise pollution and garbage pollution have also increased relatively, which has led to the degradation of the local ecological environment [2]. Simultaneously, safeguarding the natural environment and rural cultural traditions has emerged as a crucial element in the sustainable growth of rural tourism. Kloosterman R. C. & Anthony S. Rausch (2011) gave an idea about the development of cultural products [3]. Smiljana P. & Ante M. (2012) put forward the value of preserving and protecting rural heritage. Foreign researchers have proved the positive role of rural tourism in solving the problem of rural decline from different angles and provided empirical experience for discussing rural tourism under the background of rural revitalization strategy [4].

In China, it has been generally recognized that the growth of rural tourism and the application of rural revitalization strategies are related to one another, and how rural tourism can take advantage of the opportunity to implement rural revitalization strategy has been studied. Among them, Lu Lin et al. (2019) dissected the research framework of rural revitalization inspired by rural tourism and found a logical framework combining times, theories, products, rural customs, and ecology [5]. Yin Yuan and Li Xiaoqin (2018) discussed the path selection and development logic of rural tourism resources under the background of "rural revitalization strategy" from the perspective of mechanism [6]. Yang Xue (2022) explored the path of rural revitalization from four aspects for Lanzhou City [7]. Scholars' diversified research methods and perspectives imply a common research demand: under the background of rural revitalization, the development model of rural tourism needs innovative exploration, and its development path needs further thinking and deepening.

The topic of environmental protection in Gosling's research is a problem that can not be ignored under the historical conditions of rural development. With the increase in the number of tourists and tourism activities, the natural environment and human environment in rural areas have also declined, and the pollution such as noise and garbage has also intensified, which has caused the biological environment of the area to deteriorate. A key component of rural tourism's sustainable growth is the preservation of the area's natural ecosystem and cultural customs. From the perspective of rural tourism, Lin Lu and others explored a multi-logical framework around the contents of times, theories, products, rural customs, and ecology. Scholars have made a detailed analysis of this from the perspective of developing multiple value functions and development paths. Judging from the data collected so far on this topic, although many scholars have done much research on development logic, there are still some shortcomings in this research. Moreover, China scholars have little research on the development dilemma of rural tourism in Gansu, which needs further supplement and improvement.

3. Concept definition

3.1. Rural Revitalization strategy

The strategy of "rural revitalization" is a concrete manifestation of Socialism with Chinese characteristics Thought in the field of "agriculture, countryside and farmers", which gives the smooth resolution of "agriculture, rural areas, and farmers" a theoretical foundation and realizes the harmonious development of society. To explore the inner beauty of rural revitalization strategy deeply, we must combine the historical process of China's economic and social development. First of all, it is necessary to define the orientation of rural development strategy; Execute the "new countryside" plan with success, making sure that "agriculture, rural areas, and farmers" are developed as a top priority and making up for any shortfalls. Secondly, the specific gist of the rural revitalization strategy should be made clear. Rural construction should conform to the specific call of "industrial prosperity, ecological livability, civilized rural style, effective governance, and rich people's lives" in the Report to the 20th CPC National Congress. Rural revitalization is a comprehensive revitalization process involving "five in one"; Finally, it is necessary to clarify the driving force of rural development. Deepen the reform of urban-rural integration, encourage the modernization of agriculture and rural areas through integrated channels, and solve the problems of imbalance and insufficiency through overall development.

3.2. Rural Tourism

Rural tourism was originally defined as a kind of tourism behavior in rural areas in foreign countries. Bramwell B. and Lane Bn (1994) think that rural tourism is a very complicated and extensive tourism activity [8]. Scientists have made different definitions of the meaning of rural tourism. China scholars regard rural tourism as a new type of tourism and extend modern tourism to traditional agricultural production. They think that it uses agricultural resources to operate in towns, villages, villages, and other regions, thus promoting the development of the rural service industry, making the rural economy prosperous and farmers rich. On the whole, although there are some differences in language expression, from two aspects, the activity space of rural tourism is mainly rural, and the activity content is to attract tourists by living alone in rural areas. Therefore, this paper puts forward that rural tourism is a kind of tourism activity with the origin of the countryside and the core of sightseeing, leisure, entertainment, experience, and relief.

4. Analysis of the Logic and Path of Rural Tourism Development in Lanzhou

4.1. Operational logic

Rural tourism is a new form of tourism, that combines ecological agriculture with tourism by making full use of rural natural landscapes and human resources accumulated for a long time. This new tourism model links resources, culture, and wealth between urban and rural areas. The goal of this study is to understand the context of the new era, i.e., to support Gansu's socialist countryside construction and the strategic transformation of the region's urban and rural growth, to seek new trends that conform to the two-way flow of urban and rural resource elements in Gansu in the new period, to fill the weak links in rural economic development, to explore the road of development in Gansu, and to clarify the development direction, focus, and logical framework.

Rural tourism is a new comprehensive value function of the economy, society, ecology, and culture, which occurs and develops in rural areas, and it has internal consistency with the overall demand for a rural revitalization strategy. Referring to the "Driving Force-State-Response" (DSR) model proposed by UNCSD (United Nations Commission on Sustainable Development), the rural tourism path driving model based on DSR is established (see Figure 1) [9]. The DSR model driven by the rural tourism path is: implementing a rural revitalization strategy to help rural industry, ecology, culture, social governance, and residents' lives to be fully revitalized; In terms of industrial orientation, ecological environment, local culture, business services, and economic benefits, it will have a certain impact on the development of rural tourism; By adjusting the development state, we can respond to the rural revitalization strategy from five aspects: subject, urban-rural mechanism, factor structure, ecological industrial chain, and characteristic brand, and explore effective ways to comprehensively develop rural tourism in Lanzhou, to provide subtle research ideas for rural tourism development in poverty-stricken areas and complete the spiral upward cycle of "rural revitalization strategy and policy-driven-influencing rural tourism industry state-rural tourism path adjustment".

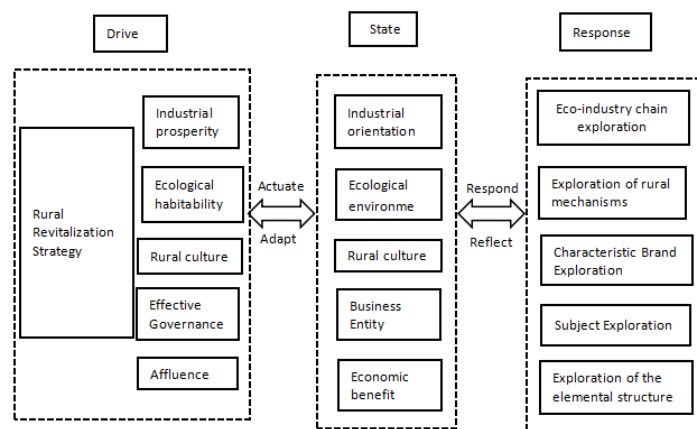


Figure 1: Response Mechanisms of Rural Tourism to Promote the Implementation of Rural Revitalization Strategy.

4.2. Present situation and existing problems of rural tourism development in Lanzhou

4.2.1. Rural tourism has taken shape, but the development of tourism is still unsustainable

In recent years, the growth of rural tourism has even given rise to a particular business and initially established a specific size, although in many locations, especially in Gansu Province, is unsustainable and insufficient, and is at a low level. Rural tourism is still a spontaneous activity of farmers in many places, and there is no long-term planning. Nowadays, rural tourism enterprises in Lanzhou are still in a state of small scale, loose organization, rough management, lagging business model, a serious shortage of talents and funds, and "small, scattered and chaotic". There is also a lack of cooperation between regions and industries, which leads to the creation of information barriers between regions and industries, further shortening the industrial chain and unsustainable tourism development.

4.2.2. The development situation is gratifying, but the structural contradictions are obvious

The Lanzhou News report pointed out that to consolidate and expand the poverty alleviation achievements of the poor, accelerate the establishment of agricultural industrialization demonstration parks, and promote the integrated development of primary, secondary, and tertiary industries. Lanzhou Municipal Development and Reform Commission has jointly supported 1,285 households with industrial development needs and further strengthened industrial support. At least 1,297 households with a labor force have employment. Gansu's rural areas have seen a spectacular rise in the development of rural tourism. At the moment, rural tourism is developing quickly and has a remarkable positive impact on people's lives, but there are obvious structural contradictions. On the one hand, with the gradual increase of people's disposable income, the pressure of work and life is also increasing, and the hope of returning to the countryside away from the hustle and bustle of the city is becoming stronger and stronger. Due to the improvement in expectations, especially the demand for rural tourism is rising sharply, the demand for tourism, especially rural tourism, is also soaring. People are no longer satisfied with simply "eating farm food and living in a farmhouse", and the demand for rural tourism products is getting higher and higher, showing diversification and diversification. On the other hand, the level of rural tourism supply is generally low, which is manifested in the following aspects: single product supply, shallow cultural connotation, and overload of low-level homogeneous buildings; The excessive commercialization of rural tourism commodities in some areas makes the original ecology of rural areas lose, which restricts the sustainable development of rural tourism, brings huge losses to local people, lowers people's quality of life, hinders rural economic development, and the structural contradictions of rural tourism gradually become prominent, further proving that the consumption of high-quality tourism market must promote the transformation and modernization of rural tourism products.

4.3. Path analysis

4.3.1. Analysis of the Ecological Industrial Chain

The establishment of a rural tourism eco-industrial chain and the promotion of integrated rural tourism development. Rural tourism is a typical economic model that drives the development of rural primary, secondary, and tertiary industries [10]. It integrates rural local culture and labor resources, constructs rural tourism products and related service systems of "eating, living, traveling, traveling, shopping and entertainment", and establishes network systems of transportation, accommodation, catering, communication, finance as well as insurance. The project should also implement the first content to enhance rural services like commerce and distribution, support the integrated growth of rural tourism, and create an ecological industrial chain of rural tourism, that is, create a modern rural tourism service chain, establish network systems such as transportation, accommodation, catering, communication, finance, and insurance, and instigate the collective development of rural service industries such as commerce and circulation, and forge a modern rural tourism service chain. Secondly, through the integration of rural natural ecological landscape, agriculture and animal husbandry landscape, rural architectural landscape, folk activity landscape, and other resources, we will shape the "rural tourism+rural landscape paradigm" and introduce innovation into the management and operation of rural tourism. Lastly, the "rural tourism+new technology paradigm" has emerged, which encourages the growth of both the tourism industry and the integration of new technologies, including artificial intelligence, big data, and the Internet of Things. It also calls for the reorganization of these technologies. Promote the growth of low-carbon ecological production, expand the use of smart rural tourism, implement a new model for organizing rural tourism, enhance the quality of information services provided by rural tourists, and integrate primary, secondary, and tertiary sectors.

4.3.2. Analysis of urban-rural mechanism

Enhancing urban-rural integration and speeding up Lanzhou's construction. China's northwest valley city Lanzhou is situated in the Yangtze River valley, which greatly restricts the development of Lanzhou. In the process of urbanization, Lanzhou has an overpopulation and poor land resources. Therefore, it is necessary to implement the strategy of "center-driven, global Lanzhou", combining Lanzhou's cities and rural areas, building a satellite city, and reducing Lanzhou's financial burden. One of the most important measures for resolving Lanzhou's agriculture, countryside, and farming problems is improving the infrastructure in rural areas. Scientifically plan the urban structure of Lanzhou, plan and optimize land use according to the specific urban conditions of Lanzhou, making the most of the government's role and mobilizing stakeholders' enthusiasm.

4.3.3. Analysis of Characteristic Brands

Based on Cultural Connotation, Building Characteristic Brands of Rural Tourism. Gansu's rural tourism resources are rich and diverse, including Silk Road culture, Yellow River culture, ancient tomb culture, religion, and sacrificial culture. These cultures have great historical and cultural values, as well as great external decorative values. If these tourism resources are not reasonably developed and utilized, they will not be able to develop into unique tourism products. Therefore, it is an urgent mission to establish the brand of rural tourism in Lanzhou. If Lanzhou's tourism products can't show the influence of differentiation and branding, it will be impossible to gain a competitive advantage in the industry competition. Agricultural and cultural industries should be integrated into rural tourism brand building to promote the integration of rural tourism with agriculture, and industrial positioning should be carried out according to local conditions [11]. The particularity of rural tourism products also emphasizes the protection and inheritance of natural and cultural resources, which requires the creation of new industrial factors and the development of new bright spots through the "retrospective" and "lateral" effects of the primary, secondary, and tertiary industries.

4.3.4. Analysis of the main body

Building the main body of government service, farmers leading the main body and stimulating the vitality of development. In the "three rural issues", farmers are the direct producers of the rural economy in the market business department, the main drivers of rural economic development, and the main participants in the development of rural tourism. To release the enthusiasm of farmers, we need to determine their position first. When formulating the rural revitalization strategy, we must ensure that farmers are the owners and builders, and the government is only the "leader" of the people. The second is to improve the social status of farmers [12]. As the main body of rural revitalization in Lanzhou, farmers should improve their ability. In addition, tourism products should be taken into account in terms of quantity and quality, and industries should be deeply integrated into the main evaluation factors to reveal the essence of "consumption and transportation" in local tourism commodity consumption. Finally, to get rid of the stereotype of rural tourism, we must consider various internal structural factors, promote new products and formats, break down industrial barriers, promote industrial integration, build a new rural tourism industrial chain led by tourism, and promote the integrated development of agriculture, production, and trade through regional tourism.

4.3.5. Analysis of Factor Structure

Strengthening Factor Support and Promoting Lanzhou's Steady Development. Give full consideration to planning, resource elements, and other auxiliary factors, set the implementation time of major projects in the province realistically, and take practical and effective projects as the basis for the allocation of resource elements. Various independent projects, such as transportation, energy, water conservancy, and military projects, may involve the permanent occupation of high-quality agricultural land, and provincial highway projects should be included in provincial plans. Once included in their respective plans, the project time should be determined in time and an early warning system for natural resources should be established. The competent department of natural resources at the county level in Lanzhou should determine the land use red line, the red line occupied by the construction unit, the planning, the occupation of cultivated land (including the permanent best farmland and paddy fields), the occupation of forest land and environmental protection based on the best project site selection. Nature reserves and geological disaster-prone areas should provide specific information on compaction and reclamation of various mining areas that may affect the project construction, and inform the construction unit of the procedures to be followed.

5. Conclusion

The development of rural tourism products must include cultural elements as part of the rural revitalization process. The purpose of this paper is to summarize and perfect the internal logic of the coordinated development of rural tourism and cultural industries based on practical experience in the field of rural tourism and stimulate theoretical contemplation regarding the current challenges of rural tourism in Lanzhou. As a leader in rural revitalization, guided by rural revitalization, The Lanzhou rural tourism industry views rural revitalization as an opportunity, that includes "prosperous industries, eco-friendly living conditions, civilized rural culture, effective governance, and affluent life" [13]. By Lanzhou's current rural situation, based on the national strategy, ultimately, this paper promotes Lanzhou's sustainable development as a rural tourism center by making it a profitable hub in tourism development.

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