

Enlightenment of the Innovative Development of China's Rural Tourism from "Yangjiale"

Xin Yuan

Nanyang Normal University, Nanyang, 473000, China

ABSTRACT. *Definition of "Yangjiale", a new form of rural tourism, is clarified. Successful experiences of the rapid rise of "Yangjiale" in China are systematically summarized from four aspects: improving the quality of tourism products, rationalizing the management system, coordinating community participation and promoting marketing innovation. Suggestions are put forward for the development of rural tourism, which is of practical significance in promoting the transformation and upgrading of rural tourism. Righteousness.*

KEYWORDS: *Yangjiale; Rural Tourism; Innovation; Enlightenment*

0. Introduction

"Yangjiale" refers to a new form of rural cultural tourism with low-carbon environmental protection concept, diversified investment subjects and Chinese and foreign cultural connotations set up by foreigners in China. "Yangjiale" originated from "Xiaoyuan" in Beijing and rose under the Mogan Mountains in Zhejiang Province. It developed rapidly in the Yangtze River Delta, Pearl River Delta, Beijing, Tianjin and Hebei provinces in a short period of time. At present, 35 "Yangjiale" have been built and opened around Mogan Mountain, with 600 beds, and more than 30 are under construction. Only Mt. Mogan "Yangjiale" has received tourists from more than 300 cities and more than 50 countries. In 2012, the number of visitors reached 130,000, and the number of inbound tourists exceeded 60,000, with a turnover of 130 million yuan. The agglomeration and development of the new format of "Yangjiale" is a new bright spot of rural tourism in China. It has certain

enlightenment and reference value for the improvement of the quality of rural tourism and the construction of beautiful countryside in China.

1. Improving product quality is the core of rural tourism development

The development of "Yangjiale" adopts the idea of "positioning high-end, managing ecology, consuming low carbon", and advocates the concept of positive energy of humanistic fashion tourism, so that no-scenic resort leisure tourism has become a new trend of rural tourism development. "Yangjiale" closely integrates Chinese folk culture with western characteristic culture, enriches product connotation, improves product quality and enlarges product system: "Naked Valley" advocates "naked family", "Backdock Life" advocates "returning to the theme of nature, outdoor teaching classroom", "Hidden Mogan" advocates "Hidden Mogan Foot, Healthy Holiday". "Yangjiale" around the theme of low-carbon environmental protection, using old raw materials, incorporating new design elements, many details reflect the sense of nature and modernity. In 2010, Deqing was named "China's low-carbon tourism demonstration county". The activities of Bamboo Forest SPA, Tea Art Bar, Concert, Racing Ground and other cultural sports and leisure activities have attracted not only foreign tourists and senior managers of multinational corporations stationed in China, but also a group of high-end white-collar workers who are above middle-income, eager to get close to nature and experience low-carbon and simple life^[1].

China's rural areas have gathered about 70% of the tourism resources, but the importance of "rural" and "local" has been neglected in the development, and the cultural connotation of rural tourism resources has not been deeply excavated, and the tourism products are single. Tourism products are the core of rural tourism development. Promoting product quality with product concept is the vitality of rural tourism development. Therefore, rural tourism in China must accelerate the transformation and upgrading of rural tourism products. Firstly, we should cultivate the concept of rural tourism products. In the future, rural tourism should rely on simple pastoral life, rich folk customs and rich local culture, inject experience elements, develop in-depth experience activities with folk customs as the core, and highlight the unique product concept of rural tourism spots. Secondly, improve the product system of rural tourism. Using the local rural landscape, folk culture and

other characteristics of resources, the development of sports, entertainment, leisure, experience as one of the fashion products, the formation of a diversified product system, to achieve the transformation from sightseeing products to experiential products^[2].

2. Straightening out the management system is the key to the development of rural tourism

Promoting the reform of concept, innovating service concept and creating a good soft environment for development with system guarantee, the government attaches great importance to and strongly supports, which lays a solid leadership and organizational foundation for the rapid development of "Yangjiale". Deqing has compiled the "Master Plan of Mogan Mountain International Leisure Tourism Resort" covering an area of 307 square kilometers. The whole slow-moving system around Mogan Mountain has gradually taken shape. Outdoor sports bases such as "Riding Track Club" have landed in Deqing. The flagship store of Land Rover China Experience Center has started construction to establish a downhill tourism distribution center. The Landscape and Tourism Administration of Deqing County has established the "Yangjiale" Industry Association, which helps to coordinate the processing of industrial and commercial licenses, health permits and other related documents. The people's government of Deqing County has set up a service group for foreign-related leisure and vacation projects, which holds various coordination meetings every year to solve practical difficulties. Deqing County conducts a comprehensive survey of ancient dwellings in the region, strengthens the classification guidance of farmers' rental behavior, studies and promulgates the "Yangjiale" Visiting Rules, constructs a small "Yangjiale" tourist reception center, and restricts the scale and behavior of the visiting group^[3].

Rural tourism coordination mechanism has been basically established in China, but in some areas, the operation is still sporadic and spontaneous, lacking the necessary refinement and integration of business models, and lacking the unified guidance of the government and industry associations. With the emergence of new industries, if the government wants to seize the opportunity and cultivate new economic growth points and work focus, it must strengthen its own innovation and transformation, and improve its ability to match and serve new industries and new

industries. First, straighten out the management system. We should clarify the relationship between township, village administration and rural management, avoid multi-management, give full play to the role of associations, guide the establishment of non-profit organizations, and seek benefits from management. Second, we should attach importance to government guidance. The transformation from government-led to enterprise-oriented management means that under the reasonable guidance of the government, we should abandon the inertia of "waiting, depending and wanting", actively participate in market competition and develop in competition. Third, improve the talent security system. We should firmly establish the concept that human resources are the basis of competition, train a group of professional managers, introduce a group of business talents, and establish a systematic and efficient talent system and development mechanism for rural tourism education^[4].

3. Community Participation is the Internal Motive Force of Rural Tourism Development

The community participation group of rural tourism should be an organized participation of the whole people and the whole process. Now the villagers in Mogan Mountains are basically engaged in all kinds of work in "Yangjiale". More than 200 farmers in Raft Township are employed in "Nude Valley", and their per capita income is more than 30,000 yuan. Ninety peasants in Lanshukeng Village of Raft Head Township signed a 50-year agreement with Naked Heart Valley Company. The cost of land transfer is more than 2 million yuan, with an average of more than 20,000 yuan per household. The rent of "French Mountain House" can also provide the landlord with 20,000 to 30,000 yuan per year. At the same time, the villagers also participated in outdoor concerts held during the "foreign music" Festival and other activities. Foreign guests also spent the Spring Festival with the villagers. With the active participation of community residents, "Yangjiale" brings a new atmosphere to the countryside, and promotes the development of the primary and tertiary industries. Local agricultural products sales, cultivation and aquaculture industry has also been developed. Every year, the French Mountain House purchases fruits from fruit growers at a price higher than 10% of the market price for wine making, which greatly promotes farmers'enthusiasm for fruit cultivation^[5].

Community participation in rural tourism in China is still in its infancy. There is

no perfect management system and relevant laws and regulations to regulate and guide it. A good model of community participation will drive the industrial chain and promote the development of rural tourism. China's rural tourism should rely on large agricultural resources, coordinate community participation, achieve industrial integration and development, and produce a spillover effect of $1 + 1 > 2$. First, improve the level of community participation. Improve the awareness of tourism and participation of community residents, strengthen the training of community residents' participation in tourism skills, and encourage villagers to manage rural tourism independently. In addition, it is necessary to standardize villagers' behavior, enhance villagers' consciousness of autonomy, and ensure the smooth implementation of village greening, cleaning, sewage and other projects. Secondly, the mechanism of rural tourism participation should be established. Establishment of participation and guidance mechanism, decision-making and consultation mechanism, interest guarantee mechanism and monitoring mechanism, formulation of community residents' participation in rural tourism system and regulations, establishment of rural community residents as the main body of rural tourism development monitoring group, to protect community participation interests^[6].

4. Marketing Innovation is a Sharp Tool to Promote the Development of Rural Tourism

Through online publicity, booking and word-of-mouth transmission, Yangjiale assists new media such as Weibo and Weixin, locates itself in foreign tourists and high-end white-collar workers in China, and focuses on high-end marketing. "Naked Valley" set up a portal website, Deqing Official tourism micro-blog has nearly 10,000 fans; "Yangjiale" has twice been honored by the New York Times, the New York Times recommended "45 places worth visiting in the world in 2012," ranking eighteenth. The government also attaches great importance to the publicity of "Yangjiale". It has compiled a brochure of "Heart-Nature Travel". It has established a theme website. It has actively organized a series of activities such as Mogan Mountain International Ecotourism Festival and Giant Bicycle Carnival. "Yangjiale" adheres to the principle of "focusing on the existing foundation, promoting long-term optimization", and puts its foothold in the existing high-quality tourism enterprises, constantly improving brand value. LV, GM, Land Rover and other major

brands have successively carried out business and leisure activities in "Nude Valley". Nude Valley has won the only LEED platinum certification in Asia, greatly enhancing the brand effect, making "Nude Valley" have a good radiation efficiency and play an active demonstration role^[7].

New and effective marketing and high-end brand positioning can enhance brand value, expand market share, and then accelerate the development of rural tourism. Therefore, the development of rural tourism in China should constantly innovate marketing methods, actively cultivate high-end brands, focusing on marketing, and stimulate tourism consumption market. (1) Innovative marketing methods. Highlighting integrated marketing, establishing joint rural tourism marketing meetings and tourism promotion system; attaching importance to relationship marketing, providing unique tourism experience and cultivating loyal customers by meeting the needs of certain types of tourists; carrying out Festival marketing, actively organizing various characteristic rural tourism festivals; relying on new media such as print media, network media, micro-blog, etc., to increase publicity and promotion efforts. (2) Promoting brand value. A brand represents the life of a tourism destination or tourism enterprise. The marketing of rural tourism implements scientific brand positioning for the target market^[8-10].

To sum up, Yangjiale advocates the product concept of humanistic fashion; perfects the organization through the optimization of management system; encourages community residents to actively participate in the development and management; and uses various marketing methods to continuously enhance brand value. In order to realize the transformation and upgrading of rural tourism in China, we should learn from the successful experience of "Yangjiale" and take an intensive and quality development path. Of course, "foreign family music" is still in its early stage of development, and there will inevitably be some problems in its development process: (1) the conflict between Chinese and Western cultures. Chinese and foreign tourists, foreign tourists and local community residents have different characteristics in tourism elements, and there are also some conflicts in language communication. (2) Talent shortage. In remote areas, the demand for high-level talents with high foreign language proficiency, communication skills and business service skills is very strong. In addition, the social awareness of the new industry is still relatively limited, making it more difficult to attract high-level management and service

personnel than the city. (3) dilemma of expansion and land conflict. Facing the market environment of short supply and demand, it is urgent to expand "Yangjiale". However, due to such factors as the policy of "one family, one house", the limitation of local concepts or the rising price, the difficulties faced by land circulation are still very severe, which leads to the difficulties of expansion. These problems need to be further explored and solved in practice.

References

- [1] Sword of the Tang Dynasty, Li Yan(2010). On the Characteristics and Development Direction of China's Rural Tourism Products. *Special Economic Zone*, no.1, pp.162-163.
- [2] Xu Fuying, Liu Tao(2010). Research on the transformation and upgrading of rural tourism in China under the new situation. *Agricultural Economy*, no.2, pp. 93-94.
- [3] Yan Wei, Cai Rongrong(2011). *Strategic Management of Tourism Enterprises*. Shanghai: Shanghai Jiaotong University Press.
- [4] Yang Guoliang(2013). Deqing's "Yangjiale" Development Model. *Tourism Planning and Design*, no.8, pp. 44-49.
- [5] Peng Min, Fu Hua(2007). Research on Rural Community Participation in Tourism Development in China. *China Agricultural Bulletin*, no.1, pp.172-175.
- [6] Wang Qiongying(2012). Sword of Tang Dynasty. Rebuilding the Value of Rural Tourism Based on Urban-Rural Coordination. *Agricultural Economic Issues*, no.11, pp. 66-71.
- [7] Guo Lufang, Xu Yunsong(2008). *Development and Innovation of Zhejiang Travel Service*. Beijing: Peking University Press.
- [8] Wang Xiaomeng(2014). Innovative Development of Rural Tourism: Enlightenment from "Yangjiale". *Economic Research Guide*, no.33, pp. 265-266.
- [9] Luo Bin(2013). Overview of the development of "Yangjiale", an innovative product of rural tourism. *Commercial Economy*, no.21, pp. 72-73.
- [10] Liu Chuanxi(2015). Sword of Tang Dynasty: Ethnic Economic Phenomenon and Its Formation Mechanism of the New Form of Rural Tourism. *Economic Geography*, no.11, pp. 190-197.