

Research on the development of rural tourism in Tai'an City under the background of rural revitalization

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Abstract: Based on extensive research on the development of rural tourism in Tai'an, this paper has obtained a large number of reliable data. On the basis of in-depth research on the development status of rural tourism in Tai'an and its own advantages, this paper analyzes the existing problems in the development of rural tourism there, and then puts forward policy suggestions for improving the development of rural tourism in Tai'an.

Keywords: Rural revitalization; Rural tourism; Tai'an City

1. Introduction

1.1 Related Concepts

The foundation of rural tourism is agriculture, which is an emerging industry that combines agriculture with other industries^[1]. Rural tourism mainly occurs in rural areas, with local ecology and natural resources as attractions and rural culture and scenery as the core^[2]. Liu Deqian proposed that rural tourism should rely on its own culture and customs to attract tourists to study and experience^[3]. He Xiaorong believes that rural tourism refers to all kinds of tourism behaviors that rely on all tourism resources in rural areas that can attract tourists and meet their needs such as sightseeing, leisure, vacation, study and shopping^[4]. To sum up, domestic scholars have elaborated on the concept of rural tourism from the aspects of region and tourism resources respectively. Although the definitions are different, they all contain the key element of "rurality".

Based on the above scholars' cognition of the concept of rural tourism, this paper defines rural tourism as a form of tourism that satisfies the psychological demands of tourists through the medium of unique rural ecotourism resources and natural tourism resources. However, due to the multiple complexity of the connotation of rural tourism, the theoretical view will gradually improve with the development of practice.

In October 2017, *The Report to the 19th National Congress of the Communist Party of China* put forward the strategy of rural revitalization, the core of which is to give priority to the development of agriculture, rural areas and farmers, to establish a sound mechanism and policy system for integrated urban and rural development, and to accelerate the modernization of agriculture and rural areas in accordance with the general requirements of thriving industries, livable ecology, civilized village, effective governance and prosperity. Since then, rural tourism, as an important starting point and focus of rural revitalization, has become gradually important.

1.2 Research Review

Studies on rural tourism by foreign scholars began in the 1970s. Canoves G et al earlier discussed the positive role of rural tourism development on regional economy^[5], and Duk-Byeong Park et al found that rural tourism can not only promote regional economy and expand employment through the case analysis of South Korea. It is also conducive to improving the quality of life of community residents^[6]; On the contrary, Capbell L M, through field research in Portugal, pointed out that rural tourism would not promote the development of local economy^[7], while Christaller W showed that rural tourism would even have a negative impact on local economy, widening the gap between cities and villages^[8]. However, most foreign scholars believe that rural tourism is beneficial to the development of regional economy, and only a few scholars think that it is unfavorable.

Domestic scholars also generally believe that the development of rural tourism will bring double impact on regional economy. When analyzing the impact of rural tourism on regional economy by means of interactive mechanism, Zhang Jinwei finds that it has both positive and negative sides, and analyzes it from both positive and negative aspects^[9]. Cheng Rongyue pointed out that rural tourism will have a two-sided effect on the local economy: on the one hand, it may increase jobs and increase residents' economic income to solve the problem of excess labor force; On the other hand, it may cause conflicts between developers and local residents, resulting in an uncontrollable situation^[10]. Taking Longsheng County, Guilin City, Guangxi Province, and Tongji County, Anhui Province as examples, Wang Long and other scholars analyzed the positive impact of rural tourism on farmers' income, and believed that rural tourism could increase farmers' income, but the advantages of income increase were relatively narrow^[11]. According to Gu Xiaohe's case study, the development of regional rural tourism can have both positive and negative impacts on rural areas, which indicates that differences between rural residents may be further expanded due to different participation^[12]. Zhang Wen et al believe that the development of rural tourism can not only promote rural economy, but also have adverse effects on rural areas^[13]. When Wei Longbao and Shi Xinjie studied the impact of rural tourism on regional economy, they pointed out that rural tourism is a "double-edged sword" for local economy^[14].

In the past ten years, China's economic development has undergone tremendous changes, which has led to the development of rural tourism and expanded the research direction of rural tourism in our country. With the implementation of the rural revitalization strategy, scholars focus on the integrated development research between rural tourism and the rural revitalization strategy^[15]. Most of the research on rural tourism and rural revitalization in China is combined with precise poverty alleviation, aiming to achieve economic benefits and facing rural poverty, mainly focusing on inland areas^[16].

2. Advantages of Tai'an's rural tourism development

2.1 Superior location

Tai'an City is located in the middle of Shandong Province, at the foot of Mount Tai. The city is built on the mountain, which is part of the city. The north edge of Tai'an is 66.8 kilometers from the capital of Shandong Province, Jinan and the southern edge is 74.6 kilometers from Qufu City, where is home to Sankong Holy Land, and is the middle point of Shandong Province's "one mountain, one water, one saint" tourism hotline, bearing unique tourism resources. The north of Tai'an is adjacent to Jinan, the capital of Shandong Province, and the south of Tai'an is near to Qufu, the capital of Lu State and the hometown of Confucius in the Period of Warring States. While the east of Tai'an is close to Zibo, a city with a long history tracing back to Qi State in the Period of Warring States and the west borders on Yellow Sea. It is one of the important birthplace of the Chinese nation and ancient Chinese culture, and is a famous tourist city with double heritage sites at home and abroad.

Tai'an City is close to the capital city circle and is an important destination for rural tourism. Urban residents are the main customers of rural tourism. With the increase of urban residents' income and leisure time, more urban residents are no longer satisfied with their monotonous living environment, and prefer to go to the countryside for sightseeing and recreation. From the current development stage and status quo of rural tourism in China, Jinan, Laiwu, Zibo, Jining and Tai'an and its surrounding cities are the main tourist sources of Tai'an City. These cities have a large population, a high degree of urbanization, and a high disposable income of urban residents, so their tourism consumption demand is large.

2.2 Rich tourism resources

Tai'an City is located in the mountainous area of central Shandong Province, with complete topography, lush vegetation, beautiful scenery and unique rural tourism resources. There are many famous rural landscapes, and the first batch of national rural tourism key village—Liyu village in Daolang Town, Daiyue District, bearing pleasant climate, lush vegetation, is a well-known longevity village; Lianhuashan rural scenic spot enjoys the reputation of "Guanyin Holy land, North Putuo"; With green bamboo pavilions and blue sky, the ancient Wubu Village was built in the Ming Hongwu 14 years. Despite of the vicissitudes of life, it has been basically well preserved; Xintailiangxin Valley has 12,000 mu of organic tea garden, 2000 mu of lily garden, and Sorwen scenic spot has 1,600 mu of sunflower sea, so that tourism and leisure agriculture can have large development room.

2.3 Rich cultural heritage

Tai'an area is one of the birthplaces of ancient Chinese culture. The Dawenkou culture in the south of Mount Tai has a history of more than 5,000 years. Tai'an is also the blending area of Qilu culture, which has formed profound historical and cultural accumulation and rich and colorful folk culture in the long-term social development, such as Shandong Clapper, Taishan shadow play and other folk literature and folk art; Bixia Yuanjun belief, Shi Gandang belief, Three Temple Fairs in March and other folk beliefs and customs; Dongyue Temple Boxing Platform, Cricket-fighting Games in Ningyang and other folk entertainment activities. In addition, the simple rural folk customs, distinctive snacks, and traditional agricultural work methods will also have a strong appeal to the vast number of Chinese and foreign tourists.

2.4 A variety of specialties and festivals

Tai'an City is located in the warm temperate continental subhumid monsoon climate zone, with medium temperature in both winter and summer, light and temperature synchronization. With excellent agricultural climate conditions, it is an important grain, vegetable and fruit base for northern China. The red scale fish, which grows in the deep streams of Mount Tai, is renowned at home and abroad as the tribute of the ancient emperors, and has been approved as a national Geographic indication protection product. Tai'an Feicheng Buddha peach, Tianbao cherry, Ningyang jujube, Taishan chestnut, Taishan walnut and other dry and fresh fruits are all high quality varieties of China. Taishan red ganoderma lucidum, Taishan ginseng, Taishan Polygonum and other precious medicinal materials have long been famous. Feicheng Peach Blossom Festival, one of the four major peach blossom festivals in China, is held in Feicheng from April to May every year, and the 100,000 mu peach garden is enchanting, and the International Cricket Festival in Ningyang attracts a large number of Chinese and foreign tourists every year. All these have injected new vitality into the development of rural tourism in Tai'an City.

3. Problems in the development of rural tourism in Tai'an City

3.1 Rural tourism facilities need to be improved

At present, the infrastructure of rural tourism in Tai'an remains to be improved. The infrastructure construction in rural areas has not paid enough attention to the reception needs of tourists, such as parking, dining, accommodation, health, etc., and it is urgent to improve the quality of service. Among them, it is especially necessary to improve the connection system between the tourist distribution center and the tourist destination, and open up the "last kilometer" of the rural tourist scenic spot.

3.2 Rural tourism products need to be improved

In the rapid increase of tourism product projects, the supply of high-end products and high-quality routes that meet the current consumer demand is insufficient, and the degree of innovation of rural tourism products is not high. The way of tourism project development is single, and the product homogenization is serious. At present, tourism development is mainly concentrated in farm music, sightseeing agriculture, picking orchards and ancient towns and villages, lacking tourism products with local characteristics and cultural connotations.

3.3 Insufficient endogenous driving force of rural tourism development

First of all, the lack of high-quality tourism talents is difficult to match the development of professional tourism market. Most of the employees are directly converted from farmers and lack professional knowledge of rural tourism. Secondly, the sharing and incentive mechanism related to farmers is not well-established, which reduces the driving role of rural tourism to farmers, and farmers' participation willingness is not high. Finally, the sustainable use and protection of resources are not in place, and large-scale construction in the development process often causes resource destruction and environmental pollution. Publicity awareness is weak, making it lacks of visibility. Local governments and rural tourism operators need to strengthen the awareness of publicity, coupled with the problem of funds shortage, the lack of effective publicity and promotion, resulting in Tai'an rural tourism visibility is low. Therefore, some tourists are lost, rural tourism development is obviously insufficient.

There is no doubt that the next step of high-quality development of Tai'an rural tourism should be

from strengthening infrastructure construction, strengthening rural tourism brand construction, and improving the professional level of rural tourism practitioners to promote the sustainable development of Tai'an rural tourism.

4. Tai'an City rural tourism development strategy

4.1 Strengthening rural tourism infrastructure construction

The construction and improvement of infrastructure can be implemented in the following three aspects: First, we need to create traffic lines connecting rural tourist attractions and make a map of rural tourism traffic in Tai'an City. Roads in rural tourist attractions will be repaired to ensure the accessibility of scenic spots. The passenger capacity of the scenic area is kept under control to prevent traffic accidents caused by overcrowding. At the same time, we should also do a good job of road signs, identification, guardrail and other small facilities to improve, fully ensure the convenience and safety of transportation. Second, in terms of food and accommodation, the first thing to ensure is clean, ensuring that food and the accommodation conditions are also clean. Secondly, it is necessary to highlight the characteristics, the diet should have a pattern, and the accommodation environment should be unique. The third is preferential policies, whether in diet or accommodation, there should be discount policies to meet the "cheap" psychology of tourists. We also need to encourage rural tourist attractions to increase their unique agricultural specialties, and regularly hold local specialties evaluation activities to allow more tourists to participate in those activities.

4.2 Strengthening Tai'an's rural tourism brand construction

Tai'an tourism brand construction can be achieved through the following aspects: Firstly, we need to dig deeply into the folk customs of Mount Tai, encourage rural residents to carry forward the characteristic traditions of Mount Tai. By holding a variety of activities, we can make those activities play a role in promoting Mount Tai's culture, such as rural exhibitions, mountaineering festival, spring outing Festival, flower appreciation festival, picking festival, folk festival, etc., thus attracting more tourists to Mount Tai. And we also need to adopt scientifically planned publicity and market promotion of rural tourism sites and tourism products, improving the attraction and popularity of Tai'an's rural tourism. Secondly, only by maintaining its own characteristics can rural tourism attract tourists to visit. Regarding cultural resources as the driving force of rural industrial and economic development, residents and tourists should improve their protection awareness and recognition, and strengthen the protection and renovation of buildings. Thirdly, we should make full use of the cultural specialties with Tai'an characteristics. For example, we can further concretize the traditional cultural symbol of "Shi Gandang of Mount Tai", introduce crafts, souvenirs and other commodities with the characteristics of the cultural symbols, and sell them in the tourist villages around Mount Tai. For instance, we need to accelerate the development, design and marketing of shadow play products while protecting folk shadow play in Mount Tai.

4.3 Strengthening the construction of human resources to enhance the internal development impetus

With the continuous development of rural tourism in Tai'an, new requirements have been put forward for the professional quality and professional ability of practitioners related to rural tourism, which are embodied in three aspects: first, attention should be paid to the training of leading talents, allowing rural residents to establish their own organizations, and encourage them to participate in the construction of rural tourism, and cultivate their own sense of leadership and protagonist. Second, we need to pay attention to the cultivation of professional talents and improve their professional ability and accomplishment, which will promote the guidance of the scientific development of rural tourism and other aspects. The in-depth introduction of folk culture by these professionals will enhance the awareness of local people to develop tourism and improve the protection of historical and cultural heritage. The third aspect is to pay attention to the cultivation of migrant workers, who rush about in big cities for livelihood, and broaden their horizons while obtaining survival benefits. They have enriched their skills in the city, so the training in rural tourism construction is easier to accept and understand than that in the rural masses, which will undoubtedly drive the standardized development of rural tourism.

5. Conclusion

In recent years, rural tourism industry in cities all over the country has developed vigorously, and has been widely concerned by relevant government departments and scholars. However, the research on rural tourism in China is still controversial, and the regions visited and investigated in this study and the typical cases of rural tourism need to be continuously explored. The future focus of rural tourism in Tai'an should be systematic comparative analysis of the advantages and disadvantages of each rural tourism business model, and special attention should be paid to the construction of the interface mechanism between rural tourism and large scenic spots.

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