

Analysis of Economic Development Strategy of Rural Tourism in Sanya: Taking Meixi Village as an Example

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Abstract: The development of rural tourism is an important way to activate the economic power of the countryside and drive farmers to increase their income and entrepreneurship, and it is of practical significance to study the economic sustainable development strategy of rural tourism. Sanya's natural scenery and cultural heritage for rural tourism is a unique resource with broad development prospects. Therefore, to promote the development of rural tourism in Hainan, this study takes Meixi Village in Sanya as the research object and analyzes the advantages, disadvantages, opportunities, and threats of the development of rural tourism in Meixi Village in Sanya based on the SWOT model by reviewing the literature, and discusses and analyzes the many problems that exist in Sanya in the process of developing rural tourism. The results of the study show that the current prospects of rural tourism are good, Sanya should rely on the policy advantages and the actual local development of innovative rural tourism. This paper links theory with practice, aims to seek diversified ways to solve the problems of tourism economic development, and provides strategic guidance for the sustainable development of Sanya's rural tourism economy.

Keywords: Hainan Province; Rural Revitalization; Rural Tourism; SWOT Model

1. Introduction

The implementation of the rural revitalization strategy is an important strategic decision for the modernization, transformation, and upgrading of China's countryside, an important task for the comprehensive construction of a modern socialist country, and an important means for promoting the common prosperity of all people. In recent years, the development of rural tourism has become an effective way to promote rural economic development and improve farmers' livelihoods and is part of the rural revitalization strategy. With the accelerated construction of a beautiful rural tourism economy in Hainan Province, the development of the rural tourism economy industry has achieved remarkable results. The beautiful scenery with unique local characteristics in Sanya, Hainan Province not only meets the diversified tourism needs of travelers but also becomes one of the highlights of the tourism industry in Hainan Province. This paper takes Meixi Village in Sanya as the research object, and studies and discusses the strategy of rural tourism economic development in Sanya by describing the current situation of rural tourism concepts and policies, and analyzing the advantages, disadvantages, opportunities, and threats of tourism development in Meixi Village, and provides development countermeasures with reference value for the development of rural tourism economy in Sanya City in the light of the actual situation.

2. Relevant Concepts and Policy Status

2.1 Concept of Rural Tourism

The rural tourism economy is an attempt to extend modern tourism into traditional agriculture. The rise and development of the rural tourism economy has gradually become a new growth point for the rural economy, playing a role in developing the rural economy and promoting farmers' income growth. It is also an important measure to narrow the gap between urban and rural areas, to promote tourism

and tertiary industry to a deeper level, and to build a harmonious society [1].

With the rapid and healthy development of rural cultural tourism in China, it has gradually formed a new growth point for the rural economy. Creating a "beautiful countryside" not only accelerates the construction of rural revitalization but also plays a role in developing the rural economy and promoting farmers' income.

To create a beautiful countryside, Meixi Village promotes garbage classification, village appearance improvement, and other work to enhance the people's sense of gain and happiness with a high-quality living environment. The Meixi Village has built a cultural and sports activities room, farmhouse, cultural stage, new era civilization practice station, new era civilization practice plaza and morality plaza, etc., vigorously implementing Cultural Beneficial Project, enriching the spiritual and cultural life of villagers and establishing a civilized township style. Meixi Village uses home preaching, poster propaganda, and a series of activities that are closely tied to the daily lives of residents, and it has successfully disseminated the concept of changing customs delightfully, reaching the hearts of the masses, which has subtly altered bad habits and silently promoted a new trend. It has effectively realized the beauty of the environment, countryside people's style, and the beauty of cultural life [2].

2.2 Analysis of policies and current situation

The State Council issued Several Opinions of the State Council on the Construction and Development of Hainan International Tourism Island, which on the one hand clarifies the six strategic positioning of Hainan International Tourism Island, and on the other hand, gives Hainan an open tourism policy [3]. The perfect tourism concept system and related supporting facilities can attract tourists, prolong their traveling time, and increase the number of tourists. Sanya, as the front-runner and advanced team in the construction of an international tourism island, is bound to achieve significant development opportunities in the construction of an international tourism island.

In April 2020, the General Office of the Ministry of Culture and Tourism revised and issued the *Sanya City Territorial Tourism Development Plan*. It integrates the existing world-class quality tourism resources. It releases their values, improves the supply quality of international tourism consumption products in all aspects, and expands the space for high-quality tourism consumption by comprehensively taking into account the medium- and high-end market demand, comprehensive value-added of the industry, the shaping of the city's name card, and the competitiveness of product development. Construct the architecture of Sanya City's tourism product system with 6 core + 5 key products and the overall tourism industry system [4]. Enhance the tourism management system and service level. Construct an international tourism consumption resort with rich industry, brand concentration, and good ecology, help release consumption potential, enhance high-end consumption, and form a core area of international tourism consumption center, international tourism distribution destination, and national all-area tourism demonstration area that can drive the domestic tourism industry and have international influence [5].

Sanya's annual domestic and international tourist arrivals from 2012 to 2021 rise from 11,022,200 to 21,620,400. The annual income from tourism rises from 19.222 billion yuan to 74.703 billion yuan [6]. As the construction of beautiful villages continues to advance, Meixi Village is also striving to transform "ecological resources" into "rich people's capital", and to walk out of a road of revitalization that uses ecological advantages to drive rural tourism and promote villagers' income growth.

3. SWOT model analysis of tourism development in Meixi Village

3.1 Advantageous conditions

3.1.1 Clearly policy-enabling

In 2016, Sanya Municipality issued the *Opinions on Accelerating the Development of Rural Tourism*, for accelerating the development of rural tourism, on the one hand, the development of rural tourism should be supported by planning, on the other hand, in the management of the countryside, there must be a strict threshold of access, to check the quality and control the quantity, and to encourage the development of rural tourism at the

At the same time, strict control of the first signs of illegal construction [7] In 2018, Hainan province's countryside received 10,246,400 tourists, an increase of 7.69%, to achieve rural tourism

revenue of 3,216 million yuan, an increase of 12.55%. So far, a total of 106 coconut-level rural tourism sites have been assessed. "Regional tourism + beautiful countryside" for the construction of Hainan International Tourism Island has written a new chapter [8].

3.1.2 Geographically favorable location

Sanya is an international tourist city with several business districts and busy areas. The five major tourism elements of sunshine, seawater, beach, green, and air are all complete, which provides a unique advantage for fruit cultivation. Among them, picking orchards, as a new tourism product of rural tourism and leisure agriculture in the context of the new era, has been highly favored by tourists. What's more, it has made an excellent contribution to the rapid development of local tourism. The cultivated area of Meixi Village totals 2,050 acres, and the orchard covers an area of up to 270 acres. Take dragon fruit picking as an example, the annual output of each acre in Meixi Village is about 8,000 patties, and for tourists, picking serves as an activity that combines leisure and recreation, agricultural experience, and tasting of fresh fruits with value and commemorative significance.

3.1.3 Re-upgrading of the tourism industry

Sanya has launched a new specialty tourism product, and the countryside is very rich in resources, with unique rural cultural resources such as mountains, rivers, water, folk customs, history, and culture, which can provide for the development of rural tourism. Meixi Village is rich in red tourism resources in the old Meishan Revolutionary Area. At present, the Meishan Revolutionary History Museum has opened three visiting sites, namely "Meishan Revolutionary History Museum", "Meishan Old District Revolutionary Martyrs' Cemetery" and "Meidong Resistance Village Old Site". The red cultural tourism provides tourists with the opportunity to explore, learn, and enjoy life, where visitors can feel the cultural epitome of Hainan, and meet the needs of people in pursuit of knowledge, emotions, and patriotism. This not only enriches the spiritual world of tourists but also increases social interaction.

3.2 Disadvantageous conditions

3.2.1 Inadequate infrastructure development

With the implementation of the construction of Hainan International Tourism Island, Sanya's development has risen to the level of a national strategy. However, in the development process, Sanya's corresponding construction of public services and other soft environments has struggled to keep pace with the rapid pace of development [9]. While people prioritize food and accommodation at the forefront, despite making some improvements, Sanya still cannot fully satisfy travelers' requirements, especially during peak seasons and key tourism time nodes, where there is often a shortage of supply. Secondly, there is an overabundance of accommodation locations, most concentrated in urban areas, while scenic areas have relatively few accommodation facilities, leading to a significant standard disparity [10]. Many attractions in Meixi Village are still in a state of infancy, the existing tourism resources are weak, there are no high-grade restaurants, cafes, or other leisure and entertainment, and public toilets have not yet reached the standard of other mature attractions. Overall, there is no scientific and perfect system.

3.2.2 Immature integration between industries

Tourism industry integration refers to the interconnection and interpenetration that occurs within the tourism industry or between the tourism industry and other industries, ultimately forming a new industrial form [11]. Sanya has not yet formed an effective mechanism for sharing and complementing tourism resources among its cities and counties. This situation has led to the homogenization and homogenization of tourism products and routes, which cannot meet the needs of different groups of tourists.

At present, Sanya's tourism industry mainly focuses on traditional sightseeing tourism, and holiday tourism business tourism [12]. The low degree of integration of these industries has led to inefficient allocation of resources and fierce competition, making it difficult to form tourism brands with international competitiveness. At the same time, Sanya's tourism industry chain is relatively short and lacks in-depth development of tourism-related industries, such as cultural creativity, scientific and technological information, medical and health care, etc. The integration of these industries can enhance the added value of the tourism industry, but Sanya's exploration in this regard is relatively limited at present.

3.3 Development opportunities

3.3.1 Gradual expansion of popularity

The official tourism promotional film of Sanya has shaped the landscape image highlighting the tropical marine resources and the cultural image with a strong island style [11]. CCTV's "Home Between the Mountains and Water" is a rural tourism program that broadcasts an all-round, three-dimensional, multi-perspective display of the natural scenery and human landscape of Meixi Village, attracting more tourists to visit and thereby better serving the local tourism economy.

3.3.2 Tourists' pursuit of quality of life

With the rapid development of the city and the increase in population, the bustling life of the city has brought pressure, and people's desire for an idyllic life is also increasing. With the increase in people's economic income and the improvement of living standards, the leisure needs of urban residents are also increasing, and more and more tourists will choose to stay away from the hustle and bustle of the city in their leisure time and go into the countryside with its beautiful natural scenery to feel the natural atmosphere of nature.

3.4 Threatening factors

3.4.1 Single tourism product

Sanya is a national tourism frontrunner, most of the villages have been urbanized through tourism development, and the role of villagers has been transformed, the development premise of rural tourism distinguishes itself from other cities and regions across the country. The main body of several existing routes in Meixi Village are relatively similar, of them. The main body of the existing routes in Meixi Village are similar, all focusing on sightseeing, with a single type of tourism product and a lack of projects that allow travelers to participate in them. As a result, a long viewing period is likely to cause a sense of boredom and visual fatigue among travelers.

3.4.2 Intense competition in the same industry

As a large tourism province of Hainan, the southern region of Sanya is the pillar city of Hainan tourism economic resilience. The development of the "Greater Sanya Tourism Economic Circle" is mature and stable [12]. In October 2023, the Sanya tourism market experienced growth, with the tourism market in the fourth quarter starting off with stable performance. With the successive opening of overseas routes, the inbound tourism market is gradually warming up. Statistics show that Sanya received a total of 1,825,900 overnight visitors in October, up 10.81% sequentially and 242.01% year-on-year. In 2023, the city's tourism accommodation facilities are expected to receive 25.639 million overnight visitors, with a total overnight tourism revenue of 89.34 billion yuan. Sanya has actively cultivated the consumption brand system and built the night-time economic form of "Tourism +", and has cultivated and built two national-level night-time cultural and tourism consumption agglomerations, namely Sanya Haichang Fantasy Ocean City and Sanya Thousand Years of Love, as well as three provincial-level night-time cultural and tourism consumption agglomerations, namely Sanya Bay Mangrove Forest Resort World, Sanya Luhuitou Scenic Area, and Sanya Silk Road World of Fun. Tourism Consumption Cluster. Meixi Village, on the other hand, as a newly developed tourist attraction, has little competitiveness and insufficient energy power. The key indicators of sanya tourism market in october 2023 are shown in Table 1.

Table 1: Key Indicators of Sanya Tourism Market in October 2023

Main travel-related indicators	October	chain reaction	year-on-year
Number of overnight visitors (10,000)	182.59	10.81%	242.01%
Gross overnight tourism receipts (\$ billion)	63.77	26.50%	296.58%

4. Countermeasures for the economic development of rural tourism in Sanya

4.1 Scientific planning of tourism resources and mining rural tourism product characteristics

The economic construction of rural tourism in Sanya is not only a means of rural revitalization and local tourism economic development, but also a way of cultural inheritance and protection [13]. Meixi Village is rich in red tourism resources in the Meishan Revolutionary Old Area. At present, the Meishan

Revolutionary History Museum opens three visiting sites: Meishan Revolutionary History Museum, Meishan Old District Revolutionary Martyrs Cemetery, and Meidong Resistance Village Old Site. Through the local characteristics of red tourism resources, tourism serves as a means of learning and mutual exchange, enabling tourists to acquire historical knowledge through practical experience.

4.2 Make full use of local resources to build a classic brand

Under the existing market conditions, Sanya's tourism industry is in the open stage. The opening up of rural tourism, in particular, requires the utilization of existing resources, scientific planning, and construction. Taking Meixi Village as an example, the local integration of scattered idle land has led to the construction of dragon fruit orchards. Furthermore, through the broadcast of CCTV's "Home Between the Mountains and Water," its popularity has increased, attracting many tourists to visit the countryside and experience the unique joy of fruit picking [14].

4.3 Pay practical attention to the needs of tourists and increase investment in public infrastructure

The problems of public infrastructure in Sanya are mainly manifested in several aspects concerning the immediate interests of tourists, such as transportation as well as toilets. The vast majority of tourists come from the city and pay more attention to the existing lifestyle in their habits [15]. Due to the late starting of Meixi Village's tourism industry, it should fully leverage local policy advantages for rural economic development, rely on modern science and technology, increase fund investment, and strengthen service details. In terms of food and accommodation, operators should pay attention to hygiene standards and supporting service facilities.

4.4 Actively play a leading role in the government and conduct marketing appropriately

At present, Hainan Province is vigorously promoting the construction of a beautiful rural tourism economy, Sanya City should make full use of this policy advantage, under the leadership of the provincial and municipal tourism bureaus to determine the main body of the administrative management of the construction of beautiful rural economy [16]—unified management by the government and the township, with various departments actively playing their management roles [17].

5. Summary

Rural tourism as a brand new field in China's tourism industry, has a very broad prospect. In this paper, through a literature review, Meixi Village is taken as an example to analyze the development advantages and challenges faced in developing the rural tourism economy in Sanya [18]. Corresponding measures and rectification proposals are then presented. The tourism economy of Meixi Village should be grounded in the realities of the countryside, giving full play to its 12 advantages to ensure better development of the local tourism economy.

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