

# Reflections on Promoting the Upgrading of Rural Tourism in the New Period

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**ABSTRACT.** *With the rapid development of China's social economy, the living standard of Chinese people is improving day by day. In daily life, people pay more and more attention to the urgency of the pursuit of leisure and entertainment. At the same time, they also attach great importance to the diversity of entertainment demand types. In this context, tourism, as an activity integrating fitness, recreation, horizon expansion and interpersonal communication, is increasingly favored and respected by the public. Based on the current situation of China's tourism development and rural tourism development in the new era, this paper discusses the effective ways to promote the upgrading of rural tourism.*

**KEYWORDS:** *Tourism; Rural; Revitalization; Tourism upgrading*

## 1. Introduction

Rural tourism is a tourism activity in which tourists take agricultural cultural landscape, agricultural ecological environment, agricultural production activities and rural customs activities as tourism resources, integrating appreciation, participation, entertainment, shopping and entertainment. Rural tourism is the result of the rapid development of rural economy and the improvement of rural ecological environment. Compared with urban tourism, rural tourism emphasizes the real and frank communication between human and nature, human and life, and human and human, which is in line with modern people's mentality of "feeling nature and returning to the countryside", and has great tourism value. For tourist destinations (villages), the development of their tourism resources not only increases the income of their residents, but also improves the local popularity and promotes the rapid development of local tourism related industries.

## 2. Strategies for promoting rural tourism upgrade in the new period

At present, provinces and cities can proceed from the following aspects to promote the upgrading of rural tourism.

### ***2.1 Take rural tourism as an important way to promote regional tourism***

Rural tourism, as an important part of the whole tourism, does not exist independently. At present, China's provinces and cities are actively developing regional tourism, in order to fully realize the panorama and full coverage of local tourism. Rural tourism, as a kind of tourism form with orderly space, abundant products and emphasis on public participation, has its own distinct overall, spatial, leading, integrating and sharing characteristics[1]. Taking rural tourism as an important way to promote regional tourism is the affirmation of the strategic position of rural tourism, which can create rural tourism in an all-round way and make it a tourist destination with comprehensive resource mobilization, comprehensive product innovation and comprehensive demand satisfaction, so as to realize the transformation and upgrading of rural tourism[2].

### ***2.2 Actively promote the construction of tourism demonstration villages***

In recent years, rural tourism in China's provinces and cities has developed in full swing, providing tourists with a wide range of tourism choices. However, due to the different quantity and quality of rural tourism resources, and the different ideas and methods of rural tourism development, the quality of rural tourism varies greatly from place to place. Strengthening the construction of tourism demonstration villages is an important measure to improve the quality of rural tourism. The large number of tourism demonstration villages not only represents the high level of local rural tourism, but also represents the local government's attention to the development of rural tourism, reflecting the sustainable development ability of local rural tourism. In view of this, all provinces and cities should adopt high standard selection, high starting point construction and high comfort standard demonstration, and promote local rural tourism upgrading through rural demonstration village construction[3].

### ***2.3 Make full efforts in "cultural and tourism integration"***

Cultural and tourism integration, namely the strategy of "culture" + "tourism", promotes the integrated development of tourism culture, tourism and related industries, and constantly cultivates new forms of tourism. Rural tourism, rooted in the countryside and developed in the countryside, itself contains rich cultural connotation. The reason that many tourists like rural tourism is that they hope to experience the culture with distinct regional and national characteristics from rural landscape, such as houses, streets, rivers, local people's basic necessities of life and festival customs. At present, more and more tourists pay attention to the cultural connotation of tourism and their own cultural experience[4]. From the perspective of market demand, all provinces and cities should make full efforts in "cultural tourism integration" when developing rural tourism, such as strengthening the restoration of cultural relics and cultural heritage, and developing tourism projects with a strong historical and cultural flavor; while respecting the authenticity of folk

activities, enhance their performance, entertainment and participation, and make them become tourism resources with unique cultural value; integrate local music (folk song, opera, folk art) with tourism, so that these excellent cultures can be better inherited and developed under the guidance of rural tourism.

#### ***2.4 Constructing a sound public service system of rural tourism***

Three issues need to be considered for a sound rural tourism public service system. First, sharing between the host and the guest. This means that the construction of public service facilities in tourist destinations should not only meet the needs of tourists, but also meet the needs of local residents. In some provinces and cities, tourist transportation facilities, tourist information consulting centers and tourist shops are only open to tourists. Local residents have low willingness to use them, which results in a large waste of resources in the off-season. In view of this, provinces and cities should improve and integrate the existing public service facilities according to the local tourism development situation, and emphasize the resource sharing between tourists and local residents. The second is “government leading, enterprise participation, market operation”[5]. The government should give enterprises the right to participate in the construction of rural tourism public service system, so that enterprises and society become the main providers of rural tourism public service. Third, “network publicity”. At present, more and more tourists are accustomed to inquire rural tourism information from major tourism websites and tourism apps. In view of this, all provinces and cities should actively realize the effective supply of rural tourism public services through the construction of tourism websites and the development of tourism apps.

### **3. Conclusion**

In the new period, the promulgation and implementation of a series of tourism development policies and rural revitalization policies, such as “13th five-year plan for tourism development” and “guidance opinions of the state council on promoting rural industry revitalization”, have provided solid theoretical basis and policy guidance for rural tourism upgrading in various provinces and cities of China. In this context, all provinces and cities should earnestly study and implement relevant national policies and regulations, combine the local rural tourism resources, and actively promote the upgrading of rural tourism from the aspects of regional tourism, tourism demonstration village construction, "cultural and tourism integration" and construction of tourism public service system.

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