

Rural Eco-Tourism Planning Mistakes ----- A Case study of Huanghekou Town, Dongying City

Ying Liu

Shandong Women's University, Jinan, Shandong, 250000, China

***ABSTRACT.** The report of the 19th National Congress of the Communist Party of China clearly points out that the strategy of rural revitalization is not only the major construction strategy of the country under the current era, but also the main development direction of China's social economy in the future. Rural eco-tourism is an important carrier for optimizing the allocation of urban and rural economic resources, invigorating rural idle resources, and guiding the scientific and rational flow of urban and rural elements. Focusing on the theme of rural eco-tourism and taking Huanghekou Town of Dongying city as an example, this paper analyzes the misunderstandings existing in the planning of rural eco-tourism in Huanghekou Town of Dongying city, and puts forward the countermeasures for the planning of rural eco-tourism in Huanghekou Town of Dongying city.*

***KEYWORDS:** rural tourism; Tourism planning; Planning myth*

1. Introduction

At the 19th National Congress of the Communist Party of China, the strategy of rural revitalization was put forward. Since the development of rural tourism, rural economy and ecology have been significantly improved, and farmers' life is getting better and better. Practice has proved that one of the effective ways to achieve rural revitalization is to develop rural tourism. The No. 1 Document of the CPC Central Committee provides guidance from seven aspects, including planning, talents, capital, land, industry, rural environment renovation, infrastructure and public services, to inject vitality into the rural tourism industry and ensure the quality and healthy development of rural tourism. The development of tourism can not only make use of all kinds of natural resources, but also be ecological and pollution-free. It can not only increase the income of farmers, but also promote the integrated development of other industries. And rural ecotourism is facing today's rural development, in the process of implement the strategy of rejuvenating the country give priority to the development of agriculture, rural areas, not only can effectively promote the development of rural tourism, can also in the development of rural ecotourism and help the local poor people out of poverty, for the country to create more valuable material wealth, promote rural spiritual civilization construction;

Attract urban consumption and investment; Strengthen rural self-confidence, so as to help achieve the goal of building a well-off society in an all-round way.

2. Misunderstandings and problems of rural tourism planning in Huanghekou Town, Dongying City

2.1. Myth 1: Immediate profits outweigh long-term benefits

At present, many rural tourism plans attach more importance to short-term benefits than long-term benefits. Dongying city river estuary town in the process of the development of tourism planning, pay more attention to the short-term economic interests, using the existing landscape in the village to organic as a major means of generating revenue, improve obviously short-term economic benefit, but in the long run, tourism does not have sustainable, organic caused certain pollution to the local environment, in addition, chaotic generated by advertising and the local rural ecological tourism positioning is not harmonious.

2.2. Myth 2: Rural tourism is on a par with urban tourism

Many rural tourism planning into urban development planning, this planning thinking is open to discussion. For Huanghekou Town, the lack of scientific and reasonable planning is mainly reflected in the lack of highlighting "rural culture" and "rural ecology" in rural eco-tourism. Urban population's pursuit and longing for natural and pastoral scenery is an important driving force for the rapid development of rural eco-tourism in a relatively short period of time. In river estuary town of existing ecological tourism resources survey found that many parts of the town in order to provide "better" service, the original distinctive farm small courtyard tear down, built in the small buildings, buildings and buildings in accordance with the standards of city hotel style to decorate a design, resulting in the town of rural development still exist in the process of "urbanization" bias, the result is that fewer and fewer visitors came to the magnitude of the tourism to attract more and more weak.

2.3. Myth 3: Anyone can do tourism planning

Due to the present situation of river estuary town tourism planning is an important reason of the people in the planning of tourism industry, town river estuary all planning work in the development of rural tourism are town staff, lack of professional knowledge about the domain of tourism planning, lead to river estuary town rural tourism planning is not scientific, more "racquet head" behavior. The layout of the entire ecological tourism resources is not reasonable, lack of well-designed tourism products, tourism resource value is limited, and the attraction is not very strong.

2.4. Myth 4: Festivals attract tourists

In order to better develop rural ecological tourism and attract more tourists, Huanghekou Town in Dongying city has established a series of tourism festivals such as Huanghekou Tourism culture Festival and Huanghekou Wetland ecological culture Festival. However, these festival activities are mostly planned by the Huanghekou town government itself, which are not professional enough, presenting a mixed market state, lacking of scientific and reasonable tourism planning, and with a relatively short life cycle of rural tourism and low sustainability, which results in the decrease of tourists year by year, higher and higher fees, and lower and lower evaluation. Such low-level festival activities do not highlight the cultural soul of Huanghekou Town, so it is difficult to grow and develop for a long time.

3. Suggestions on key points of rural tourism planning for Huanghekou Town, Dongying City

3.1. Seek experts for investigation and scientific guidance for planning

In rural tourism planning and development process, the first thing to sort out the local resources situation and development of the status quo, inviting specialists in the field of tourism planning development to research, a thorough understanding of the local resources situation, combining with local resources for planning and design, at the same time should also invite experts in aspects of ecological protection and construction design, the overall consideration in the process of open aspects pay attention to rural development. Secondly, tourism planning designed by experts can highlight the local cultural connotation and highlight the characteristics of rural culture. It is beneficial to the long-term development of rural tourism through experts' investigation and planning and scientific guidance.

3.2. Attach importance to talent training and allocate talents rationally

In view of the disadvantages of low service ability of rural tourism service personnel, Huanghekou Town of Dongying city can establish long-term cooperative relations with tourism colleges, tourism planning and design institutes and other professional institutions. Develop talent introduction strategies and attract graduates from relevant majors to work through a series of preferential policies. At the same time, homesickness can also serve as a link to attract local college graduates with the ability and conditions to return home for employment or entrepreneurship, so as to enrich the talent team of local rural tourism. The talent team of rural tourism not only relies on new and new forces, but also requires senior talents with many years of work experience and outstanding ability, who can attract such talents through salary, welfare and other conditions. Open up a green channel for talents to enter the channel. For the original practitioners of the village, we should strengthen their quality as tourism service personnel, regularly carry out various kinds of training, invite experts to lecture, encourage them to actively carry out further study, improve

their professional quality, master more professional knowledge of tourism. For the talents gathered in the countryside, we should also make reasonable allocation, allocate positions according to their own specialties, guide the foreign talents to communicate with local talents, and enable the foreign talents to quickly and comprehensively understand the current situation of rural tourism in the village.

3.3. Dig into the characteristic folk culture and create diversified tourism culture

The government of Huanghekou town should combine the superior resources of local eco-tourism development, highlight the key factors of rural eco-tourism, show the connotation of local eco-tourism incisive and incisive, and create the fine and classic eco-tourism., for example, is the most famous in the locally, the Yellow River estuary tourism zone is a specialty of domestic well-known river estuary hairy crabs, Dongying city river estuary town can revolve around the Yellow River estuary ecological reserve "water culture" and "wetland" culture develop rural ecological tourism products, the series of products to be printed on the shadow of the local culture, highlight river estuary town, unique local characteristics. River estuary town government should, therefore, put the main attention of the government's efforts to build a classic tourism projects and products trekking routes, to enhance the ecological tourism industry competition level, such as the local special agricultural products and aquatic products as "+" river estuary brand image such as saury river estuary, rice river estuary, etc., not only can make the awareness constantly rising in the town of river estuary can also enhance the level of local economic and social benefits.

3.4. Focus on rural eco-tourism and highlight ecological attributes in planning

In the process of developing rural tourism, scientific and reasonable planning can achieve twice the result with half the effort, for the town of river estuary must first to strengthen the construction of the town of global tourism, this requires the entire town river estuary as an integrated tourism destination, in the destination to ecological tourism as the leading industry in countryside, unified scientific planning, optimization of the tourism destination of public service, to conduct a comprehensive marketing and management as a whole, make the river estuary town from predominantly ecological tourist destination to experience + sightseeing integrated tourist destination, also deal with ecological tourism industry of the whole town to the overall rational layout, Build experiential leisure agriculture and enrich the ecological tourism industry. Second should also be scientific planning of rural ecological tourism route in the town of river estuary, relying on the existing system of ecological tourism, excellent geographical location and rich ecological tourism resources, the Yellow River estuary ecological tourist area, river estuary ecology garden and a series of integrated the characteristics of the local tourism industry, forming the unique ecological tourism routes.

References

- [1] Pan Zhenxing. Research on countermeasures of Rural Tourism Development in Huanggang City, Hubei Province under the background of rural revitalization [D]. Wuhan University of Light Industry, 2019.
- [2] Xiong Zhenqin, Hong Xiuli, Wang Jun. Rural revitalization and rural tourism development [J]. Journal of yichun university, 2019,41(07):56-62
- [3] Ma Yijing. Opportunities and Challenges facing rural Tourism Development under the Background of rural Revitalization Strategy [J]. Rural Science and Technology, 2019(31):8-9.
- [4] He Qi, WANG Jiarui, Li Zhuwen, Kou Hong, JIANG Kaixin, Zhao Miao, Wen Zzy. An Analysis of Rural Eco-Tourism Development based on rural Revitalization Strategy [J]. Guangxi Quality Supervision and Guidance, 2019(11):19.