

Analysis on the Sustainable Development of Rural Tourism in Yuanjia Village of Shaanxi Province under the Rural Revitalization Strategy

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Abstract: Taking Yuanjia village in Shaanxi Province as an example, through the questionnaire survey, this paper finds that there are some problems in rural tourism in Yuanjia village, such as the lack of rural folk culture characteristics, the lack of publicity, and the single tourist market, and puts forward corresponding countermeasures to promote local economic development.

Keywords: Yuanjia village; Rural tourism; Rural revitalization

1. Introduction

Yuanjia village in Shaanxi Province enjoys the reputation of "the first village in Guanzhong", and it is also one of the more mature destinations for the development of rural tourism in China. Yuanjia village unique rural tourism model reflects the village's architectural features and folk cultural characteristics, and also highlights the diverse needs of modern tourists in terms of food, accommodation, shopping and entertainment.^[1] Through the field survey of Yuanjia village, it is found that there are some problems in the process of tourism development, such as less publicity, single tourist market and lack of folk culture characteristics, which will hinder the development of rural tourism in Yuanjia village to a certain extent.

2. The Significance of Developing Rural Tourism for Rural Revitalization

As an important grasp of rural revitalization, the development of rural tourism is of great significance to rural revitalization, which is mainly reflected in the following three aspects.^[2]

Firstly, from the perspective of economic development, the sustainable development of rural tourism is conducive to the improvement of rural economic benefits. First, the development of rural tourism can attract social investment and realize independent operation of individuals. Secondly, the development of rural tourism can increase the demand for agricultural products and related sales, thus helping the development of rural real economy. Thirdly, the development of rural tourism can release a large number of jobs and help local villagers solve their work problems nearby.

Secondly, from the perspective of industrial structure, on the one hand, rural tourism has a high degree of industrial relevance, which can realize the integration of urban and rural industries, agriculture and the tertiary industry.^[3] On the other hand, the development of rural tourism is conducive to the optimization and upgrading of rural industry. Such as the upgrading of fisheries, processing services and animal husbandry.

Finally, from the perspective of ecological construction, the attraction of rural tourism is reflected in the pastoral scenery, landscape scenery and unique residential buildings. By restoring green water and green hills, preserving traditional residential buildings and protecting non-renewable resources, rural tourism destination can promote the construction of high-quality rural ecological environment, improve the living environment of villagers and highlight the ecological concept of rural revitalization.

3. Overview of Rural Tourism Development in Yuanjia Village

3.1. Spatial Structure of Rural Tourism in Yuanjia Village

Through on-the-spot investigation, the tourism spatial structure of Yuanjia village is clear, which is mainly divided into three areas, namely, Guanzhong impression experience area, Guanzhong ancient town and farmhouse entertainment area. Among them, Guanzhong impression experience area covers an area of about 44,000 m², which is the core area of the three regions. Guanzhong ancient town, as a comprehensive commercial and residential area, is in sharp contrast to other districts. Farmhouse entertainment area is a functional service-oriented area. [4]

3.2. Yuanjia Village Endowment of Rural Tourism Resources

According to relevant literature and field research, Yuanjia village rural tourism resource endowment relies on Guanzhong architecture, Guanzhong diet and Guanzhong folk culture, and strives to create Yuanjia village rural tourism model with Guanzhong characteristics. [5]

3.2.1. Guanzhong Architecture

The architectural features of Guanzhong are embodied in two aspects: layout patterns and architectural details.

First of all, in terms of layout patterns, the layout of Yuanjia village is parallel along the four directions of east, west, south and north, and the overall spatial form of the village is mainly planar and square. [6]

Secondly, in terms of architectural details, some local decorations are used to decorate the details, such as drum stones, hitching stakes in front of the door, etc.

3.2.2. Guanzhong Food

"Village + food" has gradually become one of the important directions of modern rural tourism development, and the development of rural tourism food should meet the diverse food needs of tourists. Guanzhong Food Snack Street gathers more than 100 kinds of delicacies, including Qishan minced noodles, Pita Bread Soaked in Lamb Soup and Yuanjia village Yogurt. Each shop, with its open production process, gives visitors both sensory and spiritual experience.

3.2.3. Guanzhong Folk Culture

Folk culture in Guanzhong mainly include Shaanxi opera, Xianbanqiang shadow play and melodrama.

Shaanxi Opera, also known as "Bangzi Opera", is one of the oldest operas of the Han nationality in China. Its performance is rough and full of life flavor.

Xianbanqiang shadow play was listed in the national intangible cultural heritage in 2006, and its vocal characteristics are crisp and lively.

The main content of melodrama *Reappearance of Yuanjia village* is to show the humanistic spirit and folk culture of Yuanjia village, depicting the changes of the villagers' lives with the changes of the times, in order to praise the villagers' spirit of unremitting struggle.

4. Research Methods

4.1. Literature Analysis

By consulting the relevant literature on rural tourism and Yuanjia village, we can understand the general situation of tourism development in Yuanjia village and lay a good foundation for follow-up field research.

4.2. Questionnaire Survey Method

4.2.1. Questionnaire Design

The first part of the questionnaire is demographic characteristics, including age, gender, occupation,

education and so on. The second part is the influencing factors of rural tourist satisfaction in Yuanjia village, including the rural infrastructure of Yuanjia village, the service quality of scenic staff, the characteristics of folk culture, the characteristics of Yuanjia village 's diet, the health level of farm life and the convenience of transportation, totaling six aspects. The Likert five-level scale was used in the questionnaire, and five options were set up, including very unsatisfactory, unsatisfactory, general, satisfactory and very satisfactory, which were assigned from 1 to 5 respectively.

4.2.2. Data collection

A total of 100 questionnaires were distributed on the spot, and 90 valid questionnaires were obtained, with a valid questionnaire rate of 90%.

In the gender composition of the sample, there are 54 female tourists, accounting for 60% of the total. There are 36 male tourists, accounting for 40% of the total. In terms of age structure, the survey is mainly divided into four age groups, namely, under 20 years old, 21-40 years old, 41-60 years old and over 60 years old. In this survey sample, there are 66 tourists aged 21 to 40, accounting for 73.3% of the total, because the leisure time and health of tourists in this age group are strong. In terms of occupation, there are 58 students, accounting for the largest proportion of 64.4%.

5. Analysis of Results

Through the analysis of the statistical results of the questionnaires issued by tourists in Yuanjia village, it is found that there are three main problems in the process of sustainable development of rural tourism in Yuanjia village.

5.1. Insufficient Characteristics of Rural Folk Culture

53.4% of the tourists are not satisfied with the characteristics of Yuanjia village 's folk culture and think that its characteristics of folk culture are not prominent (see Table 1). The core of a tourist destination's long-term attraction lies in its cultural characteristics. Without the injection of culture, it will lose its spiritual support.^[7] Tourists come to rural tourist destinations mainly to experience the cultural characteristics of tourist destinations, so the managers of Yuanjia village scenic spots need to create a variety of cultural characteristics.

Table 1: Satisfaction of Yuanjia Village Tourists with the Characteristics of Folk Culture.

Options	Number of people	Percentage (%)
Very satisfied	12	13.3
Satisfied	20	22.2
General	10	11.1
Not satisfied	14	15.6
Very dissatisfied	34	37.8

5.2. The Propaganda Efforts are Small and the Tourist Market is Single

According to the analysis of the questionnaire survey results, 70% of the tourists come from Shaanxi and neighboring provinces, which also shows that Yuanjia village is relatively well-known in the neighboring provinces of Shaanxi. Yuanjia village has a limited number of tourists, mainly from Xianyang, Xi'an and surrounding provinces, and the proportion of foreign tourists is not high.^[8] The results of the questionnaire show that tourists aged 41 to 60 and over 60 can seldom browse the relevant information of Yuanjia village on the Internet, so they should make full use of various new media channels to publicize it.

5.3. The Service Quality of Staff in Scenic Spots is not High

55.6% of the tourists were not satisfied with the service quality of the staff in Yuanjia village scenic spot (see Table 2). The reason is that the operators of Yuanjia village are mostly local villagers, who have not received professional training and lack the knowledge and skills of catering management.^[9]

Table 2: Satisfaction of Yuanjia Village Tourists with the Service Quality of Scenic Area Staff.

<i>Options</i>	<i>Number of people</i>	<i>Percentage (%)</i>
<i>Very satisfied</i>	<i>17</i>	<i>18.9</i>
<i>Satisfied</i>	<i>13</i>	<i>14.4</i>
<i>General</i>	<i>10</i>	<i>11.1</i>
<i>Not satisfied</i>	<i>23</i>	<i>25.6</i>
<i>Very dissatisfied</i>	<i>27</i>	<i>30.0</i>

6. Development Strategy of Rural Tourism in Yuanjia Village

In view of the above problems in Yuanjia village, corresponding suggestions for improvement are put forward.

6.1. Deeply Excavate the Characteristics of Yuanjia Village Folk Culture

6.1.1. Preserve the Uniqueness of Guanzhong Culture

Guanzhong culture in Yuanjia village mainly includes Guanzhong architecture, Guanzhong cuisine and Guanzhong folk culture. In the development of rural tourism, we should try our best to avoid the impact of modern culture on the original culture of Yuanjia village, and strive to find a symbiotic point between modern culture and Guanzhong culture of Yuanjia village.^[10]

6.1.2. Outstanding Features of Tourism Products

In the planning of rural tourism products in Yuanjia village, the principle of difference should be highlighted to avoid uniformity. For example, designers can design the exclusive shopping bag of Yuanjia village and print the stills of *Reappearance of Yuanjia village* on the shopping bag.

6.1.3. Preserve the Uniqueness of Rural Tourism

The biggest demand of rural tourism is to experience the local pastoral scenery and the life of the residents, in addition to retaining the local characteristics, the controller should strive to be "natural and real".

6.2. Actively Strengthen the Publicity of Rural Tourism in Yuanjia Village

The importance of strengthening publicity lies in enhancing the popularity of rural tourism and reshaping the image of rural tourism, so as to attract more tourists.

6.2.1. Pay Attention to the Publicity of Weibo and WeChat Platforms

Through Weibo, number of fans on the official Weibo of Yuanjia village is only 2354, and the number of fans is not large. Therefore, managers should pay attention to its publicity on Weibo and WeChat platforms.^[11] Tourist operators should update their public numbers and micro-blogs in real time, create Yuanjia village topics on Weibo to interact with tourists, close the distance between scenic spots and tourists, and increase tourists' visits on these two platforms.

6.2.2. Innovative Propaganda Mode

In terms of innovative propaganda mode, Yuanjia village scenic spots should actively cooperate with new media to shoot creative short videos. For example, short videos such as "Little Sister Tumbler" and "Bowl of Wine" in Xi'an are popular on the Internet, welcoming tourists from all over the world to watch. The organizers of rural tourism in Yuanjia village can also learn from this form to let tourists know the rural features of Yuanjia village.

6.2.3. Tourism Website as a Supplement

Before traveling, tourists will visit unfamiliar scenic spots on domestic tourism websites such as Ctrip and Dianping, and plan their routes and prepare their travel items in advance. Therefore, Yuanjia village can make full use of these tourism websites to publish its own product information on the tourism websites, so that tourists can get the relevant information of Yuanjia village before traveling, including transportation and popular scenic spots.

6.3. Improve Service Quality

6.3.1. Attracting Talents From Colleges to Return to the Village

With the continuous development of rural tourism, the demand for talents will be greater and greater. Colleges and universities train corresponding professionals, learn the relevant knowledge of rural tourism, organize students to study in Yuanjia village during the holidays, and submit learning reports. Therefore, professional tourism talents in colleges are needed for the development of rural tourism in Yuanjia village. The relevant government departments in Yuanjia village can carry out rural emotional education, encourage more professionals to return to the countryside, and help the development of rural tourism.

6.3.2. Strengthen the Professional Training of Staff in Spots

The service quality of rural tourism practitioners in Yuanjia village is not high, so the education and training of tourism practitioners should be strengthened from the aspects of professional service knowledge, service skills and professional ethics. For example, service skills training is conducted once a week to evaluate the service skills of employees in scenic spots and set an example for employees. A higher level of overall staff service will bring better tourism experience to tourists and increase the rate of revisiting, thus promoting the sustainable development of rural tourism to a certain extent.

7. Conclusion

The sustainable development of rural tourism plays an irreplaceable role in improving rural economic benefits, optimizing rural industrial structure and protecting rural ecological environment. Yuanjia village has certain advantages in tourism development depending on its clear spatial structure and three Guanzhong characteristic resources. Through the field investigation of Yuanjia village, aiming at the three major problems existing in the tourism development of Yuanjia village, this paper puts forward some suggestions for improvement: Digging deeply into the characteristics of folk culture of Yuanjia village; Actively strengthen the propaganda of rural tourism in Yuanjia village; To introduce talents and improve the service quality of staff in scenic spots, in order to provide reference for rural tourism managers in Yuanjia village.

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