

On the Ways of Developing Rural Tourism Culture under the Background of Urban and Rural Integration

Chai Yong

Tourism Management College of Sanya University, Sanya, Hainan 572022, China

ABSTRACT. *This paper starts from the overview of rural tourism culture. Under the background of urban-rural integration, The development path of rural tourism culture under the background of urban and rural integration from the aspects of environmental advantages and fundraising, local propaganda and tourism brands, and production and tourism relation has been analyzed in depth.*

KEYWORDS: *Urban-rural integration; Rural tourism; Tourism culture*

1. Introduction

With the gradual development of urban and rural integration, China's rural tourism has attracted many tourists from home and abroad by virtue of its unique natural primacy and local leisure. Therefore, the development of rural tourism culture is broadened under the background of rural integration. It is of considerable significance to improve the utilization efficiency of its tourism resources.

2. First, the overview of rural tourism culture

2.1 The cultural connotation of rural tourism

Rural tourism culture has the connotation of three dimensions of material, spiritual and institutional. As far as the material connotation of rural tourism culture is concerned, it mainly refers to the physical products created by rural residents after a long period of rural life and the culture that has emerged from it. It includes physical creation techniques in addition to physical objects; In terms of spiritual connotation, it mainly refers to the common psychological characteristics and emotional patterns of residents living in rural areas. They are concentrated in the overall values of rural residents. In terms of the institutional connotation of rural tourism culture, it mainly refers to the social rules that maintain rural society and criterions such as morality and etiquette that exist in order and have a specific normative role for rural residents can profoundly reflect social differences[1].

2.2 Characteristics of rural tourism culture

Rural tourism culture has its unique natural characteristics. It has a unique natural landscape that the city does not have, and the population is small. The ecological environment, lifestyle and cultural model are basically in the original natural state, which is extremely suitable for tourism. Rural tourism culture also has a certain permeability. With the development of history, its historical characteristics not only infiltrate the architectural form of rural areas but also in the life and thoughts of rural residents. Rural tourism culture also has specific industrial and fragile characteristics. While developing rural tourism cultural resources, although it can promote local economic income to a certain extent and form a particular industrial chain, rural culture is also highly vulnerable to foreign culture so that narrowing their cultural differences.

3. Second, the development path of rural tourism culture under the background of urban and rural integration

3.1 Make full use of geographical advantages and do an excellent job in fundraising

The background of urban-rural integration has created extremely favourable conditions for the development of rural tourism culture. The government has vigorously supported the development of local rural areas, especially in the areas of rural infrastructure construction, farmers' economic growth and rural ecological protection. It has laid a certain material foundation for the development of rural tourism culture. Therefore, rural areas must make full use of their geographical advantages. Under the background of urban-rural integration, the tourism funds should be raised. In particular, the government's tourism management department can on the basis of understanding local characteristics, comprehensive and systematic planning based on the core content of rural local culture, giving full play to its geographical advantages, creating a cultural atmosphere with local characteristics for rural residents, and realizing rural scale on the basis of sustainable development of rural tourism resources. The development of industrialization and industrialization has laid a solid foundation for the fundraising of rural tourism culture development.

In addition, after giving full play to the geographical advantages of rural tourism culture, we can realize the all-around and multi-channel introduction of funds through the expansion of financing methods, closely follow the support policies for the development of rural economy in today's country, and vigorously develop the tourism economy in rural areas. A variety of local tourism projects to attract investment from enterprises and the private sector, but also through government subsidies, micro-credit and other means to raise funds for rural tourism culture development.

3.2 Paying attention to regional characteristics and promoting high-quality tourism brands

The fundamental goal of urban-rural integration is to realize the development results of farmers and urban residents sharing achievement of society development by regulating the dual structure of urban and rural areas, emphasizing the development of rural economy and the improvement of farmers' income, focusing on the improvement of the quality of rural population and the growth of infrastructure such as public health. To a certain extent, this is conducive to the promotion of the regional characteristics of rural tourism culture, thus creating a high-quality rural tourism culture brand.

In the process of developing rural local tourism culture, we can pay attention to the propaganda of its regional characteristics. For example, according to historical figures appearing in significant events in history, through various channels to collect and organize data, or to mark it in the field. When tourists come to the local area, they can send some university student volunteers with historical knowledge to introduce to tourists, and also carry out local natural climate, eating habits and related customs and customs, etc., to explain in detail, and assist some pictures or videos. We will carry out corresponding publicity work and hold some rural tourism and cultural experience activities so that visitors who come here can experience the lifestyle of residents, and create a unique brand of local tourism culture to establish a high-quality reputation of local tourism culture. Thereby attracting more tourists to come here and promote the further development of local rural tourism culture.

3.3 Emphasizing the simultaneous production of tourism and promoting humanity and nature

In the process of developing rural tourism culture, we must pay attention to the synchronization between production and tourism. While respecting the tradition, we must also integrate some elements of modern culture to achieve the perfect integration of tradition and modernity, for example, in the local tourism reception. In terms of some facilities, in addition to highlighting the traditional local characteristics, it is necessary to add some modern entertainment facilities to promote the understanding of rural culture, improve their enthusiasm for rural tourism, and develop local tourist souvenirs. Apply for the patent design right of cultural products, improve the overall added value of local tourist souvenirs, and create a characteristic industrial chain of rural cultural tourism, so as to achieve the simultaneous development of production and tourism[2].

In addition, we must pay attention to the protection of the local natural ecology, publicize the importance of local environmental resource protection to local tourists, and provide specific punishments for over-excited tourists. If necessary, they can protect local tourism environment by limiting the number of tourists and thus achieving both humane tourism and nature protection.

4. Conclusion

In summary, in the context of urban-rural integration, broadening the development path of rural tourism culture is conducive to giving full play to local geographical advantages. Rural areas can make full use of their geographical advantages, do an excellent job of fundraising, and create high-quality tourism brands. While attaching importance to production development, it also attaches importance to the development of rural tourism industry, thus further broadening the way of rural tourism culture development under the background of urban and rural integration.

Fund project

Hainan Social Science Planning Project" Rural tourism development from the perspective of cultural creativity" (NO.HNSK (GJ) 19-02).

References

- [1] T.Zhang (2019). Rural tourism development under the background of urban and rural integration. *Tourism overview* (the second half of the month), no.1, p.162-163.
- [2] S.Wu (2017). Analysis of the Ways of Rural Tourism Culture Development under the Background of Urban and Rural Integration. *Agricultural Economy*, no.2, p.50-52.