

Research on the paths of High-Quality Development of rural tourism in China

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Abstract

Rural tourism is becoming more and more popular among people. This paper reviews and summarizes the development stage, development mode and development achievements of rural tourism in China. It is proposed that in the context of the economic shift from the high-speed growth stage to the High-Quality Development stage, rural tourism development should strengthen the development and construction in terms of consolidating the basic work foundation, highlighting the integration development, building high-quality projects with high standards and promoting the construction of rural tourism destinations to expand the high-quality and efficient diversified supply of rural tourism, so as to substantially promote the High-Quality Development of rural tourism.

Keywords

Rural tourism; High-Quality Development; Development Path; Development Strategy.

1. Introduction

Rural tourism in China has evolved from tourism agriculture [1]. In 1986, the birth of the "Xu Family Courtyard" in Chengdu, Sichuan Province marked the beginning of rural tourism with the agritainment tourism model. After nearly forty years of development, rural tourism has become an important part of the national aspiration for a better life [2, 3]. Overall, it seems that the development of rural tourism in China has gone through four stages: the nascent development stage (1980s), the spontaneous growth stage (1990s), the policy-led stage (2000-2015) and the rapid development stage (the 13th Five-Year Plan period to the present, i.e., 2016 to the present). Rural tourism has developed from the initial "Agritainment" to more tourism products, such as leisure agriculture, farming experience, rural scenic spots, agricultural parks, garden complexes, rural B&B, rural resorts, etc.

Since the "Thirteenth Five-Year Plan" (2016-2020), all regions have attached great importance to the development of rural tourism, achieving rapid industrial growth, continuous enrichment of tourism products, continuous improvement of rural infrastructure, and continuous improvement of the tourism consumption environment. The development of rural tourism has made important contributions to the prosperity of rural industries, multifunctionalization of agriculture, as well as to the employment and income of farmers [4], and has laid a solid foundation for high-quality development. During the "Thirteenth Five-Year Plan" period, China's rural tourism has maintained a rapid growth trend, product types continue to enrich, the scale of supply continues to expand, the social and economic benefits are obvious. According to statistics, in 2019, China's rural tourism received more than 3.09 billion visitors, with a total income of 1.81 trillion yuan from rural tourism, directly driving 12 million people to absorb employment and driving more than 8 million beneficiary farm households [5]. Rural tourism has developed at a faster rate than expected, and the scale of the industry has grown by leaps

and bounds. Despite the weakening of rural tourism trends in 2020 due to the impact of COVID-19, rural tourism development returns to a period of rapid growth in 2021, with a cumulative total of 867 million rural visitors from January to May 2021 alone, up 55.5% year-on-year from 2020 [6].

In recent years, various regions have made full use of regional characteristics and resource endowments, market-oriented, and innovated rural tourism development model. At present, there are six development modes: rural resort and leisure mode, rely on scenic spots mode, new industrial village mode, tourism town construction mode, rural tourism scenic spots mode, and remote and poor areas mode [8-12]. The development mode innovation of rural tourism promotes the integration and enhancement of regional resources from different perspectives, which in turn promotes the development of regional economy. At present, China's economy has shifted from a high-speed growth stage to a High-Quality Development stage. In the new stage of High-Quality Development, rural tourism development faces brand-new challenges. While the scale of rural tourism consumption demand grows, urban and rural residents have increasingly high requirements for rural tourism infrastructure, hospitality services, and ecological environment [7, 13, 14], and the trend of quality and mid- to high-end tourism demand is increasingly evident [15]. Rural tourism development should strengthen the development and construction in terms of consolidating the basic work foundation, highlighting the integration development, building high-quality projects with high standards and promoting the construction of rural tourism destinations to expand the high-quality and efficient diversified supply of rural tourism, to substantially promote the High-Quality Development of rural tourism.

2. Consolidate the Foundation Work

2.1. Carrying Out A Census of Rural Tourism Resources

Basic survey is the premise and foundation for scientific work, and China has always attached importance to basic survey work in various fields, such as the national geographic census in 2013 and the third national agricultural census in 2016, etc. China is a large agricultural country with a long history, and the countryside is extremely rich in resources such as history, culture, folklore, farming, and landscape, and varies greatly from place to place. Carrying out a census of rural tourism resources, gaining a comprehensive understanding of the endowment, type, quantity, and value of rural tourism resources, and systematically analyzing the development conditions of resources, difficulties and their costs are the primary tasks for the healthy, sustainable and quality development of rural tourism. Based on the results of rural tourism resources survey, in order to scientifically prepare rural tourism development planning, to avoid blind development and overdevelopment.

2.2. Promote the Integration of Rural Tourism Planning Into the Territorial Spatial Planning System

The current spatial planning system aiming at land use regulation has also been gradually improved. Rural tourism involves all aspects of agricultural production, rural ecology, and farmers' livelihood. Basic farmland protection, ecological protection, and land for the construction of tourism service facilities, which have need to be addressed only in the superior planning. Promote the integration of rural tourism planning into the spatial planning system at all levels, which is conducive to the comprehensive function and compound value of rural tourism in the new rural development within the framework of "one blueprint"; conducive to clarifying the boundaries and principles of rural tourism development; conducive to solving many difficulties and problems that have long plagued rural tourism development, thus promoting rural tourism development of High-Quality Development.

2.3. Improve the Scientific Nature of Rural Tourism Planning

Rural tourism is one of the important paths for rural industrial revitalization and green economic transformation in the new era. Rural tourism development must be planned first. There are some views that rural tourism is a low-end tourism product, no need to prepare planning, resulting in insufficient basis for rural tourism development, insufficient demonstration, insufficient depth, insufficient features, insufficient standardization, poor economic benefits of rural tourism projects, unstable operation, short life cycle, etc. It is necessary to change this misconception about rural tourism planning, improve planning methods, standardize planning requirements, and improve planning quality. At the same time, it strengthens the connection with the strategic planning of rural revitalization, spatial planning and planning of agricultural production and habitat improvement, improves the rural tourism planning and approval procedures, and forms the rural tourism development work situation of systematic planning, protective development, differentiated construction and high-quality development.

3. Strengthening Integration Development

The comprehensive advantages of rural tourism, such as extensive coverage, long industry chain, strong integration ability and urban-rural market docking, relying on agricultural industry, native culture, and natural idyllic landscape resources, guide the development of rural tourism and three industries in depth integration with six types of special demonstrations, extend the rural tourism industry chain, and enhance the industry-driving ability of rural tourism.

3.1. Agricultural Experience-Based Rural Tourism Demonstration

Relying on the rich resources of planting, breeding, fishing, and economic forestry in rural areas, we are vigorously developing leisure agriculture such as fruit and vegetable cultivation, picking, farming experience, fishing production experience, and planting and breeding adoption. Guide urban residents to understand the countryside and experience agriculture. Encourage farmers to produce and sell special agricultural products, enhance the added value of agricultural production and agricultural by-products, and promote the integrated development of rural tourism and traditional agriculture.

3.2. Agricultural Technology-Based Rural Tourism Demonstration

Relying on various agricultural industrial parks, agricultural science and technology parks, horticultural flower bases, forestry research bases, etc., develop agricultural and forestry science and technology display, experience products, highlight the "new" and "special" agricultural and forestry science and technology products, strengthen the creative development of agricultural and forestry science and technology achievements, promote Rural tourism and the integration of science and technology development.

3.3. Local Performing And Technology-Based Rural Tourism Demonstration

Relying on the rich and different rural traditional skills and intangible cultural heritage in rural areas of China, we will vigorously develop tourism such as local culture and skills experience, traditional farming skills demonstration, and local tools DIY, to protect and inherit local culture and traditional skills. Encourage local craftsmen to pass on their skills to young people, develop tourism in the protection and inheritance, and more actively protect local culture through the integration and development of tourism and culture. and skills through the integration of tourism and culture.

3.4. Ethnic Culture-based Rural Tourism Demonstration

Relying on the multi-ethnic traditional village landscape and colorful ethnic culture, build a museum. In-depth excavation of ethnic culture connotations such as architecture, food, housing, costumes, festivals, etc., promote the modernization, diversification and vivid expression of ethnic culture and folk culture. Vigorously develop village tourism, cultural and leisure products, protect and inherit excellent ethnic culture and folk culture, and promote the integration of rural tourism and cultural development.

3.5. Science and Research Type Rural Tourism Demonstration

Make full use of the ecological, production and living resources of the countryside to dock the educational contents of primary and secondary schools. In accordance with the requirements of educational with fun, innovate the organization of science and research tourism, vigorously carry out agricultural, architectural, folklore, ecological and other themes of science and research tourism, and promote the integrated development of rural tourism and basic education.

3.6. Commodity Processing Type Rural Tourism Demonstration

The basic function of the countryside in the production of living materials is brought into play, and the growing demand of urban residents for ecological products is dovetailed; the production and processing sites for agricultural, forestry, animal husbandry and fishery products and rustic household products are used to carry out processing technology display, experience and product customization and sales; the transformation of agricultural and sideline products and rustic household products into commodities is promoted; and the integration of rural tourism and processing industry is promoted.

4. Build A High Standard of Quality Project System

4.1. Comprehensive Upgrade of Various Types of Agritainment

In recent years, the rapid development of rural tourism, at all levels of culture and tourism, agriculture and rural, and other departments of joint support, the formation of an "agritainment", "fishing agritainment", "forest house", "leisure farm", "rural paradise" and other kinds of farming and leisure tourism, promote the employment of farmers to increase income, urban and rural integrated development. But there are some more general problems, one is that most of the areas of the agritainment still have a scattered layout, single service; the second is the lack of characteristics, backward facilities; the third is involved in the management of many departments, construction and service requirements vary, etc., resulting in the development of agritainment around the level and quality of uneven, cannot meet the growing urban and rural residents The diversified and quality demand of urban and rural residents. It is recommended to develop the general standard of construction and service of agritainment project, and around the theme of agriculture, forestry, fishery, culture, etc., to guide the development of agritainment characteristics, differentiated development, comprehensive improvement of agritainment construction and service quality.

4.2. Classification and Regulation of Rural B & B Industry

In recent years, the rapid development of rural B&B. But there are also some problems, first, there are some low-quality B&B, a small number of high-end accommodation prices are too high. The second, the countryside B&B business form diverse, the name of up to 10 kinds, the scale of the huge gap, market perception confusion. Third, some rural B&Bs have illegal occupation, fire hazards and other problems. Fourth, the countryside B&B industry started late, fast development, is a non-standard hotel industry, construction and service standards system is not sound. It is recommended that the organization carry out research and scientific

classification of the rural B&B industry, and then from the site selection, land, planning, construction, fire, as well as facilities and equipment, services, etc. for classification guidance, classification management.

4.3. Improving and Upgrading Rural Tourism Scenic Spots

Rural tourism scenic spots mainly rely on resources such as idyllic scenery, market towns and ancient villages, folk culture, etc. Influenced by agricultural production, residents' life and infrastructure, many rural tourism scenic spots are not rated as A-class scenic spots. As a result, there is a lack of standard requirements, resulting in uneven quality. Rural tourism scenic spots are projects with large investment and wide drive-in rural tourism industry. It is recommended to encourage rural tourism scenic spots to create national A-class scenic spots from the policy level, to give certain policy support to its surrounding road traffic, infrastructure support, land for tourism facilities and talent training, etc., to comprehensively improve and upgrade rural tourism class scenic spots, so that they can become an important development driving force for the development of rural tourism industry.

5. Promote the Construction of Rural Tourism Destinations

5.1. Continue to Promote the Construction of Key Villages for Rural Tourism

Since the implementation of rural tourism key villages, enrich the rural tourism development practice, explore many useful experiences, and achieved good social and economic benefits. However, there are also problems such as inaccurate positioning, single industry, slow industrial upgrading, and low participation of farmers. Natural villages and administrative villages are both the main body of rural tourism development, the development carrier of rural tourism, and the tourism mode that best reflects the characteristics of rural tourism. It is suggested to continue to promote the construction of key rural tourism villages, closely adhere to the characteristics of rural resources such as "local flavor" and "agriculture" , strengthen planning and design, promote the integration of agriculture and tourism, promote the development of agritainment, B & B inns, rural e-commerce, physical stores of cultural tourism products, cultural operators and other business forms, innovate the organization and operation mode, improve tourism management and service level, and give full play to the typical demonstration and leading role of key villages.

5.2. Construction of Rural Tourism Demonstration Area

At present, China has emerged several counties with large scale and high level of development of rural tourism, and rural tourism in some counties has become an important support for the whole area tourism. It is recommended to further study the possibility of its implementation, as well as related implementation programs, promotion measures, implementation standards, etc., and select several counties with good resource conditions and good development basis to take the lead in the demonstration of the High-Quality Development of all-area rural tourism. Promote the agglomeration development of relevant industrial elements, create regional rural tourism cooperation mechanisms, promote the agglomeration development of rural tourism, and cultivate the comprehensive competitiveness of the regional rural tourism industry. Realize resource sharing, facility sharing, functional complementarity and information interoperability among rural tourism enterprises. Through the agglomeration effect in the region to promote the rural tourism industry to cluster mode development, the formation of rural tourism destination brand [16].

5.3. Promote International Rural Tourism Destination Demonstration Projects

In the past four decades, especially since the 13th Five-Year Plan, China's tourism industry has made great achievements, and many internationally renowned tourist attractions and tourist

cities have emerged. At the same time, many rural tourism destinations with high level of development and popularity have also emerged. The countryside is an important birthplace and bearer of human history and culture, and China is a vast country with diverse rural landscapes and cultural customs. Promoting international rural tourism destination demonstration projects is conducive to leading the construction of "beautiful China", guiding the development of rural tourism with higher quality in better conditions, and enriching China's cultural tourism brand system.

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