

Study on the Development of Rural Tourism and Modern Agriculture Based on the Rural Revitalisation strategy

Wenyu Lu^{1,*}, and Zhongwei He²

¹ School of Economics and Management, Beijing University of Agriculture China.

² School of Economics and Management, Beijing University of Agriculture China

Abstract. The strategy of rural revitalisation was proposed by Comrade Xi Jinping in the report of the 19th Party Congress, aiming at "comprehensive revitalisation of the countryside", "integrated development of urban and rural areas" and "harmonious coexistence of human beings and nature" as the development concept. The academic research on rural tourism in China has gradually developed from the initial agricultural tourism to the integration of ecological environment, folk culture and B&B industry. Although the concepts of rural revitalization and rural tourism have different understandings, they have many similarities in the construction and transformation of villages, and both have a positive impact on the economic development of villages. Combining the knowledge of multiple disciplines such as agronomy, tourism, ecology and statistics, a hierarchical structure model of the evaluation index system for the coupled development of rural revitalization and rural tourism is constructed by means of expert opinion solicitation, and the importance values of the evaluation indexes are obtained in comparison with each other. The quantitative evaluation table of rural revitalization and rural tourism development is compiled and formed to provide theoretical suggestions for the development of rural revitalization and rural tourism.

1 Introduction

Rural revitalization and rural tourism essentially belong to two systems, so their development in the same rural area is not necessarily balanced. This paper establishes an evaluation index system for the coupled development of rural revitalization and rural tourism from the perspective of viewing the two systems and uses the AHP method to calculate the weight values of the index elements at each level by means of expert assignment of scores, and finally obtains the weight values of each evaluation index and the ranking of the total weight value of each evaluation index [1]. Based on the total ranking of the weight values of the evaluation indicators, the opinion and countermeasure for the coupled development of rural revitalisation and rural tourism are proposed. It is hoped that by promoting the modernisation of rural agriculture and the integrated development of the agriculture, culture and tourism industries, the quality and efficiency of regional development in rural areas will be improved, the level of public service facilities supply in rural areas will be further enhanced, the branding of rural specialties and culture will be co-ordinated, the integrated construction of urban and rural areas will be actively promoted, and finally the quality and efficient coupling development of rural revitalisation and rural tourism will be realised [2].

2 Promoting the modernisation of rural agriculture

The development of rural industries and the modernisation of agriculture are mutually reinforcing relationships. The distribution of China's agricultural structure is dominated by agriculture, forestry, animal husbandry and fishery. As one of the world's four ancient civilisations, China has a long history, the rich natural resources and vast national boundaries, and has therefore been a major agricultural country since ancient times. The revitalisation of rural industries is essentially based on the revitalisation of agriculture, and the modernisation of agriculture, as a necessary means to transform China's traditional agriculture into modern agriculture, can fundamentally improve the efficiency of agricultural operations and provide a constant internal driving force and sustained industrial competitiveness for the development and implementation of rural revitalisation [3].

The level of rural agricultural mechanisation reflects, to some extent, the degree of progress in modernising rural agriculture. Because the promotion of agricultural modernisation itself requires building rural development on basis of modern technology, through use of modern scientific information technology and modern scientific management concepts to improve rural production methods, enhance the rural environment and improve the

* Corresponding author: lwy6389@163.com

overall quality of farm households, providing a strong material guarantee for building a new civilised village style and achieving effective management of the countryside [4].

3 Promoting rural eco-industrialisation

General Secretary Xi Jinping has stressed the importance of the ecological environment in many meetings, and fortunately the concept of green development is now widely embedded in people's minds and has become a guidepost for their economic activities. The "10,000 mu herbal planting industry demonstration base" in Shengtangtun, Daling Village, may serve as an example of how to turn ecological resources into ecological capital and thus turn ecological advantages into development advantages to achieve the goal of "ecological livability" [5].

The 10,000mu herb planting industry demonstration base in Shengtang Tun, Daling Village, Liuxiang Township, Jinxiu County, uses the model of "company + cooperative + farmers" to develop the "forest economy" by signing a cooperative contract with villagers for 11,000 mu of forest land. Considering the different growth cycles of various types of Chinese herbs, in order to enhance the economic benefits of the forest output, on top of planting chicken-blood vine, we have added Chinese herbs with shorter growth cycles such as ganoderma lucidum, goldenrod and fufang vine, thus successfully converting forest resources into industrial advantages of planting, converting the idle forest resources of Daling village into economic benefits of forestry, protecting the local natural environment and increasing the economic income of the villagers at the same time. The industrialisation, standardisation and large-scale development of herbal cultivation can successfully transform ecological advantages into economic benefits and achieve the initial goal of rural prosperity [6].

4 Building a cultural brand with local characteristics

As there are different degrees of differences in the resource advantages, geographical location, locational conditions and cultural heritage of each village, the implementation of rural revitalization must choose a differentiated development model according to local conditions, and cultural differences are the best attraction. The different cultures of food, ethnicity, dress, a architecture and regional differences make up the unique cultural identity of the villages. Therefore, creating a cultural brand of vernacular characteristics based on this differentiation is an effective way to create awareness of the village, but in the current state of village development, there are still the following obstacles to vigorously promoting vernacular culture [7].

First, according to the data from the third agricultural census in 2016, there are 68,906 administrative villages in China, 57.5% of which are "hollow villages", with an average net outflow of 409 people per village and a hollowing-out rate of 23.98%. Secondly, in the

preservation of rural culture, intangible cultural heritage, however, represents the valuable asset inherited from history and humanity. Therefore, the business model of "promoting development through rural revitalisation and helping to promote rural tourism" can strengthen the construction of rural public education facilities and the protection of non-traditional cultural heritage. We should actively guide young people to return to their hometowns to start their own businesses, train talents to pass on intangible culture, integrate new-age elements into rural culture, promote the creative transformation of rural culture and enhance cultural confidence through the integration of modern life [8].

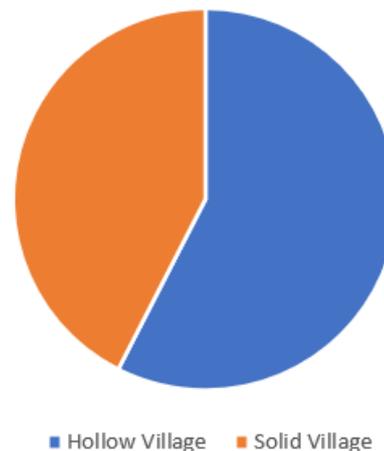


Fig. 1. The situation of our rural population (Self-drawn).

5 Stepping up rural talent revitalisation

A beautiful countryside should not only have key words such as "good ecology" and "fresh air", but also transform the appearance of villages, increase the revitalisation of rural talents, strengthen the construction of public service facilities, and realise the mechanism of rural governance is an important part of rural governance. Strategic initiatives at the national level, such as the "toilet revolution" and "rural road hardening", have given villages a "new look", but the lack of social governance mechanisms in villages needs to be compensated for by the revitalisation of human resources. The structure of rural governance is not only a part of the national political system, but also a part of rural society, and the orderly governance of the countryside lies mainly in the successful resolution of the micro problems of rural society. To sum up, the social problems of the entire rural areas of China need to be analysed from a macro perspective by the government, but the social problems of each village need to be analysed and solved from a micro perspective according to local conditions [9].

Therefore, as far as rural governance is concerned, the root of rural revitalization is the revitalization of talents. Because rural social governance requires an emphasis on grassroots democracy, the basis for quality rural development is to lead villagers to actively participate in the rural governance system. During my field research, I learned from the township staff that the villagers are very positive about matters of rural development, but the

current shortage of talents in rural governance has led to a lack of endogenous power in the rural community. Therefore, improving the system of rural talent management and continuously introducing talents to optimise the rural entrepreneurial environment is the fundamental way to improve the quality of rural governance [10].

6 Improving the living environment for residents

It is certainly incomplete to judge the quality of life of villagers simply on basis of "villagers' income", "villagers' consumption" and "the degree of informatization of life", as the values represented by these evaluation indicators only measure the material standard of living of villagers. However, a strong sense of vernacular culture and agricultural life is also a component of village life, so the villagers' living conditions also fall under the category of village life. Therefore, attracting young and strong rural labourers to return to live in their hometowns through the revitalisation of rural industries can not only fundamentally eliminate the phenomenon of an ageing rural population and the hollowing out of the countryside, but also revitalise the life and vitality of rural life through the revitalisation of talents, thus enhancing the villagers' sense of well-being [11].

In short, the rural revitalization strategy has brought prosperity and peace of mind to the villagers' lives, as the revitalization of industries has brought economic benefits and talents back to the villages, the ecological and natural environment has provided a clean and beautiful home for the villagers, the educational concept of civilized countryside has given the children a good environment to grow up in, and the rural governance has improved the living environment of the villagers and given a new look to the village houses, so that the quality of life in the villages has been improved in all aspects [12].

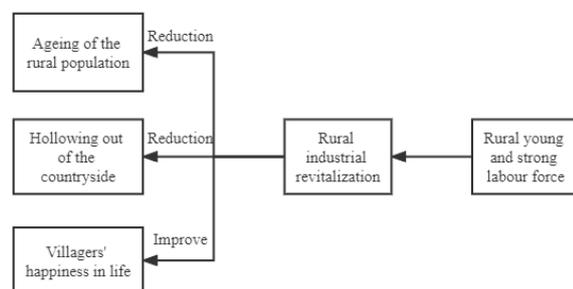


Fig. 2. The promotion of rural industrial revitalisation for rural revitalisation (Self-drawn).

7 Enhancing the role of rural tourism as a complement to rural revitalisation

The industrial revitalization and talent revitalization in the rural revitalization strategy are oriented towards giving play to subjective initiative and stimulating the endogenous momentum of rural development, for

example, the industrialization of ecological resources is also an active type of transformation. Therefore, to realise China's rural revitalisation strategy, the overall goal of "prosperous industries, a ecological environment, a civilised countryside, effective social governance and an affluent life for residents" must be achieved through the comprehensive capacity of the countryside itself. However, rural tourism is relatively passive, requiring visits from foreign tourists in order to carry out activities and generate economic benefits, and is less risk-tolerant. Natural disasters, major public health and safety incidents, road traffic disruptions and other factors can have varying degrees of negative impact on tourism, such as the spread of the new coronavirus pneumonia (COVID-2019), which has halted tourism in countries around the world for two years.

8 Conclusion

Analysing the general characteristics of the objectives of the rural revitalisation strategy, the positive impact that rural tourism plays on the rural economy and society can be considered as a complementary driver of the rural revitalisation strategy, and together they promote the comprehensive development of rural areas. To this end, the actual development of China's rural areas is combined with the development needs of rural tourism, and through the comprehensive calculation of the maximum value of the ecological and social environmental capacity of the countryside and the capacity of the village tourism reception facilities, and based on this, a reservation tour mechanism for rural tourism tourists is formulated, in order to ensure that the ecological resources of the countryside and rural tourism resources are not overloaded, so as to achieve the sustainable development of tourism activities in China's rural areas and contribute to the rural revitalisation strategy with high quality and efficient assistance.

References

1. Yang Maoyuan. Study on the economic development of rural tourism in Jiangxi Province under the background of rural revitalization strategy[J]. Tourism Overview,2022(18):182-184.
2. Dong Chen. Reflections on the development of rural tourism in Jilin Province under the strategy of rural revitalization[J]. Science and Technology Information, 2022,20(15):231233.DOI:10.16661/j.cnki.1672-3791.2112-5042-9541.
3. Hao Danpu,Xu Jiao. Exploration on the cultivation path of tourism innovation talents under the strategy of rural revitalization[J]. Agriculture and Technology, 2022,42(12):148151.DOI:10.19754/j.nyyjs.20220630037.
4. Qin Xiaojun. Research on the development of field and garden complex in Yibin, Sichuan under the background of rural revitalization strategy[D]. Northwest Agriculture and Forestry University of

- ScienceandTechnology,2022.DOI:10.27409/d.cnki.gxbnu.2022.000890.
5. Liu Jia. Research on the integration path of three rural industries in Hebei Province under the strategy of rural revitalization[D]. Hebei Normal University, 2022. DOI:10.27110/d.cnki.ghsfu.2022.000910.
 6. Li Shiyin. Research on the path of industrial prosperity in X town under the strategy of rural revitalization[D]. Xi'an University of Technology, 2021. DOI:10.27398/d.cnki.gxalu.2021.001077.
 7. Chen Xuanlin. Research on the current situation and countermeasures of rural tourism development in Enshizhou, Hubei under the background of rural revitalization strategy[D]. Wuhan Light Industry University,2021.DOI:10.27776/d.cnki.gwhgy.2021.000276.
 8. Luo Dacheng. Research on the development strategy of United Jinxiu Terraces Tourism Company in the perspective of rural revitalization strategy[D]. Fujian NormalUniversity,2021.DOI:10.27019/d.cnki.gfjsu.2021.000642.
 9. Liu Xinyao. Research on the governance of rural tourism in Shihe Town, Qinhuangdao City under the background of rural revitalization strategy[D]. YanshanUniversity,2020.DOI:10.27440/d.cnki.gysdu.2020.001214.
 10. Sun Tianhui. Research on Countermeasures for the Implementation of Rural Revitalization Strategy in Yanji City[D]. Jilin Agricultural University, 2020. DOI:10.27163/d.cnki.gjlnu.2020.000223.
 11. Yang Ru. Research on the preparation of implementation planning of rural revitalization strategy in Yangling District[D]. Xi'an University of ArchitectureandTechnology,2019.doi:10.27393/d.cnki.gxazu.2019.001480.
 12. Wang Yu. Research on the path of implementing rural revitalization strategy in poor areas [D]. Hunan University,2019.doi:10.27135/d.cnki.ghudu.2019.001737.
 13. Li Yuanfeng. Research on the integrated development of urban and rural areas in China under the strategy of rural revitalization [D]. Wuhan University,2019.doi:10.27379/d.cnki.gwhdu.2019.001562.