

A Study on the High Quality Development Path of Rural Comprehensive Tourism under the Background of Rural Revitalization

-- Taking XX Region as an Example

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Abstract: Rural comprehensive tourism is a tourism model with broad prospects and development potential. Through scientific planning and effective implementation, it can effectively promote the comprehensive revitalization and development of rural areas. This article analyzes the necessity and practical conditions of developing comprehensive tourism in XX region, with a focus on exploring how to achieve high-quality development of rural comprehensive tourism. Promoting the high-quality development of rural tourism in XX region can not only drive local economic growth and optimize rural industrial structure, but also increase farmers' income and improve rural living environment. However, XX region lacks distinctive tourism projects, and the local infrastructure construction is relatively backward. To promote the acceleration of rural revitalization construction in the local area, the local government should actively play a leading role in promoting local construction, and take multiple measures to improve the quality of local cultural and tourism services.

Keywords: Rural revitalization; Global tourism; High quality; Development path

Introduction

In March 2024, the agenda of the National People's Congress and the Chinese People's Political Consultative Conference repeatedly mentioned "accelerating the comprehensive revitalization of rural areas". Several representatives of the National People's Congress proposed the integration of culture and tourism to promote the construction of rural revitalization: using nostalgia as a carrier to build a rural cultural space; Promote literary and artistic workers to enter villages; Provide convenient services for the elderly cultural and tourism consumer group. In recent years, the national rural revitalization construction has attached increasing importance to the development of the cultural and tourism industry. By developing industry advantages and local cultural resources, we aim to create deeply rooted rural tourism postcards. Rural comprehensive tourism is a comprehensive tourism development model aimed at comprehensively and systematically developing tourism in rural areas, integrating natural scenery, cultural landscapes, folk customs and other resources, and promoting economic development and social progress in rural areas. This article intends to discuss from the perspective of how to promote the high-quality development of rural tourism, with the aim of providing some ideas and methods for local rural revitalization construction.

1. The Necessity of High Quality Development of Rural Tourism in the Context of Rural Revitalization

1.1 Drive rural economic development

Promoting the high-quality development of rural comprehensive tourism is conducive to driving rural economic development. Comprehensive tourism can achieve organic integration of resources and integrated development of industries, creating conditions for rural economic growth. Rural comprehensive tourism can directly increase the economic income of rural areas. With the increase in the number of tourists, the demand for reception facilities, catering and accommodation, transportation and other aspects of rural tourism will correspondingly increase, which will bring considerable income to rural areas, help improve the living conditions of farmers, and increase their income level.

1.2 Promoting the optimization of rural industrial structure

Rural comprehensive tourism can promote the optimization and upgrading of rural industrial structure. The tourism industry is a highly comprehensive industry, and its development can drive the development of related industries, such as agriculture, handicrafts, cultural indus-

tries, etc. By developing rural tourism, it can promote the diversified development of rural areas from traditional agriculture to modern agriculture, leisure and sightseeing agriculture, and form a development pattern of industrial interaction and complementary advantages. Moreover, rural comprehensive tourism can also promote employment and entrepreneurship in rural areas. With the development of rural tourism, rural areas will require more service personnel, management personnel, tour guides, etc., which will provide more employment opportunities for local farmers. At the same time, the development of rural tourism will also attract more foreign investment and entrepreneurship, injecting new vitality and momentum into rural areas.

1.3 Boosting the construction of rural ecological environment

From the perspective of sustainable development, rural revitalization construction also needs to pay attention to the protection and development of the local ecological environment, especially the local natural and cultural heritage. The development of comprehensive tourism emphasizes resource and environmental protection, emphasizes maintaining ecological balance and reducing environmental pollution during the tourism development process, including protecting the natural landscape and rural scenery of rural areas, avoiding excessive development and destruction, and maintaining ecological diversity and environmental balance in rural areas; Protecting traditional village architecture, ancient village and town sites, historical and cultural resources, and maintaining ecological balance and landscape harmony in rural areas; Pay attention to environmental sanitation and landscape beautification in rural areas, increase investment in environmental governance and infrastructure construction, and improve the ecological environment quality in rural areas. Based on the above, promoting the high-quality development of rural tourism and optimizing the rural ecological environment aims to achieve a win-win situation for local economic, social, and ecological benefits. Therefore, in the process of promotion, local governments need to scientifically plan and reasonably layout to ensure the coordination between tourism development and ecological environment protection, and achieve sustainable development.

2. The problems that need to be solved to promote the high-quality development of rural comprehensive tourism

2.1 Lack of tourist attraction

When developing comprehensive tourism in rural areas, it is necessary to conduct a comprehensive factor analysis based on local conditions to address issues such as insufficient tourist attraction, difficulty in achieving expected passenger flow, or unstable passenger flow. The main reason for this problem in the XX region is that the local tourism products are relatively single and lack distinctive tourism projects. The existing tourism products in XX region lack innovation, staying at the level of traditional rural tourism, rural sightseeing, and agricultural labor, and have not yet deeply integrated rural culture, distinctive customs, and other aspects into tourism products. This leads to a lack of distinctive tourism products, monotonous content, and inability to attract tourists to revisit their old destinations. Moreover, rural tourism is more susceptible to seasonal and holiday influences. Due to the lack of local unique projects to highlight market competitive advantages in XX region, it is in an awkward situation: during peak tourism seasons such as holidays, XX region lacks strong competitive projects, making it difficult to attract tourists or be diverted by other regions; In the off-season or during normal times, when the passenger flow is low, the tourists that can be attracted mainly come from the surrounding areas, and it is difficult to expand the local tourism business to other provinces. The instability of passenger flow will increase the difficulty of developing rural comprehensive tourism in the local area.

2.2 Local service capabilities need to be improved

From the perspective of the service capacity of developing comprehensive tourism in XX region, not only is there a lack of high-quality products to serve tourists well, but there are also some shortcomings in management that affect the experience of tourists, which is not conducive to building a comprehensive tourism brand in XX region and enhancing market competitiveness. The tourism industry in XX region is relatively chaotic, mainly consisting of local residents and foreign tourism enterprises. The local government has not intervened in this regard, so a sound and standardized management mechanism has not been established in personnel management, lacking professional service skills and management capabilities, resulting in uneven service quality and affecting the tourism experience of tourists. In addition, there are also some problems in tourism management in XX region, such as chaotic and disorderly competition in some scenic spots, which seriously affects the satisfaction of tourists. From the perspective of tourism service products, there are still a few villages in XX region that lack exploitable resources, and there are problems such as poor accommodation conditions and substandard food hygiene.

2.3 Infrastructure and public service means need to be upgraded

To develop comprehensive tourism in XX region, it is necessary to keep up with the times and upgrade infrastructure and public service methods. Considering the local development level, in order to improve the quality of rural tourism, XX region still needs to solve the following problems: some remote rural areas have poor road conditions, inconvenient passage, which affects the travel experience of tourists, lack of direct transportation routes to tourist attractions, and poor public transportation facilities; Lack of modern facilities and comfortable accom-

modation environment, such as poor network signal and uneven quality of homestays, may cause inconvenience for tourists during the tourism process; Some rural areas have substandard catering hygiene conditions and potential food safety hazards; There are deficiencies in tourism information services, such as a lack of detailed travel guides, maps, and signage systems, which make it difficult for tourists to obtain accurate information during the travel process, affecting their travel experience; The necessary public service facilities resources are relatively scarce, such as a small number of public toilets or poor environment, parking lots far from scenic spots, and the absence of tourist service centers.

3. The High Quality Development Path of Rural Comprehensive Tourism under the Background of Rural Revitalization

3.1 Develop distinctive projects and diverse experience projects

Based on the actual situation in XX region, in order to promote the high-quality development of rural tourism, the local government should attach importance to the development of characteristic projects and the introduction of diverse experiential projects, and attract tourists through "hard means". Firstly, the local area needs to deeply explore rural characteristic resources. For example, utilizing the unique landscape and pastoral scenery of rural areas to create outdoor experience projects such as hiking, cycling, photography, etc; Develop cultural experience projects that combine the historical culture, traditional architecture, and folk customs of rural areas, including traditional handicraft production, folk performances, etc; Utilizing the abundant agricultural resources in rural areas, we will develop projects such as agricultural sightseeing, agricultural experience, and agricultural product tasting, allowing tourists to experience the charm of rural life up close. Secondly, the local area needs to innovate tourism projects and products. For example, developing rural themed tourism routes, rural cultural tourism, ecological agricultural tourism, outdoor sports tourism, etc., to meet the needs of different tourists. Finally, the local government should combine its own unique resources to introduce high-quality external resources for innovation. Local cooperation with tourism development companies, cultural and creative institutions, and other organizations can introduce advanced tourism development concepts and projects to enhance the quality and level of rural comprehensive tourism.

3.2 Government led efforts to guide and supervise businesses

From the perspective of promoting high-quality development of rural tourism, local governments should actively play a leading role, guide and supervise businesses, enhance local tourism service capabilities, and strictly control issues such as food safety, disorderly competition, and attraction premiums. Local governments can establish clear industry norms, introduce business behavior norms for rural tourism merchants, clarify service standards, price systems, environmental protection requirements, etc., to ensure that merchants operate legally and compliantly. Establish a specialized regulatory agency or committee to oversee the business operations of merchants, handle tourist complaints, and impose penalties for violations. At the same time, relevant departments should regularly organize businesses to participate in training on tourism services, food safety, environmental awareness, and other aspects, to enhance their service level and sense of responsibility. Local governments can also conduct regular inspections and random spot checks on catering establishments for rural tourism to ensure that the food source is legal, the processing process is hygienic, and the food quality meets standards. In addition, it is necessary to regulate the pricing system of rural tourism, prevent malicious price increases and price gouging by businesses, and unify the management of scenic spots to prevent overcharging and overcharging, and protect the legitimate rights and interests of tourists. Improve tourist satisfaction with high-quality services.

3.3 Accelerate local informatization construction and introduce advanced facilities and technologies

To promote high-quality rural tourism, it is necessary to upgrade local public facilities and service methods, accelerate local information construction, introduce advanced facilities and technologies to ensure the experience of tourists, narrow the gap between urban and rural infrastructure, and implement "convenience" to the end. Local governments need to enhance the traffic capacity of rural roads, optimize the layout of transportation networks, and ensure that tourists can easily reach various scenic spots. At the same time, we will strengthen the construction of public transportation, provide sufficient transportation tools and schedules, and meet the travel needs of tourists. Promote the standardized development of the homestay industry, create homestay brands with local characteristics, and provide tourists with diverse accommodation options. Build a tourist service center to provide functions such as tourism consultation, tour guide services, and complaint handling. Set up supporting facilities such as public restrooms and parking lots around the scenic spots to facilitate tourists to visit. In addition, the Internet and big data technology are used to establish a smart tourism platform for rural global tourism. By providing tourism information, attraction introductions, route planning, ticket booking and other services through the platform, it is convenient for tourists to obtain tourism information and make itinerary arrangements. Promote the use of clean energy such as solar and wind energy in rural tourism areas. By constructing facilities such as solar street lights and wind power generation, environmental pollution can be reduced and the sustainability of rural tourism can be enhanced.

4. Epilogue

In summary, local governments need to promote the high-quality development of rural tourism to achieve rural revitalization. They need to understand the needs of tourists, create conditions to meet their needs, and continuously improve service quality to ensure the experience of tourists.

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