

Original Paper

Study on the Development Path of Rural Tourism in Chengdu in the Post-COVID-19 Era

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Abstract

Rural tourism can meet the needs of people who want to get close to nature and feel the pastoral scenery of rural homes, relax their body and mind, and facilitate the communication between urban and rural areas, accelerate rural economic development, improve the economic income of local farmers and promote rural revitalization. Therefore, it is of great significance to study the development of rural tourism. The global economy has been affected to varying degrees by the COVID-19 pandemic, with the tourism industry being a consumption-oriented industry that is not in demand. In the post-epidemic era, tourism needs to be adjusted and restored. Rural tourism has the characteristics of low aggregation, ecological protection, health and natural, and will become one of the main trends of tourism development.

Keywords

rural tourism, post-COVID-19 era, development strategy

1. Introduction

The outbreak of the COVID-19 in early 2020 has had a huge negative impact on the global economy and a catastrophic impact on the tourism industry. However, the COVID-19 epidemic is still spreading to many places and returning to other countries. The contradiction between the requirements of normalizing epidemic prevention and control and people's pursuit of a healthy and leisure life will persist for a long time to come. China's economy will still be affected by the COVID-19 epidemic for a long time to come, and the post-epidemic era has come. While yearning for nature, tourists pay more attention to health and safety, and their consumption concept changes accordingly. The demand for short-distance rural tourism characterized by health tourism and leisure and health preservation increases rapidly. In addition, rural

tourism is an important way to promote rural revitalization and poverty alleviation. All-region tourism has been promoted as a national strategy, and the state has also issued a series of supporting policies and implementation plans to ensure the development of rural tourism. Rural tourism has ushered in a good opportunity for rapid development.

Chengdu is a famous tourist city in the world, and the tourism industry also occupies a pivotal position in the industrial system of Chengdu. In the context of the continuous prevention and control of the epidemic, the recovery and development of the tourism industry is facing great challenges, and some new features have also appeared. The traffic restriction policy of scenic spots will become a normal management means of scenic spots. Surrounding Tours and self-drive Tours are popular among tourists, and research Tours and health Tours are developing rapidly. In such an environment, rural tourism in Chengdu has also achieved rapid development, increasing popularity, achievements and problems. In the post-epidemic era, how to explore the key factors restricting industrial development, explore the path of sustainable development of rural tourism, and further promote rural revitalization has become an urgent problem for Chengdu tourism.

2. Related Concepts

2.1 Rural Tourism

This study believes that rural tourism takes rural natural and cultural objects as tourism attractions, and relies on the beautiful landscape, natural environment, architecture and culture resources in rural areas. Based on the traditional rural leisure tour and agricultural experience tour, it expands and develops the emerging tourism methods of conference vacation, leisure and entertainment projects. It is a form of tourism in which leisure and sightseeing activities are carried out in rural areas with good ecological environment that are not overly affected by human beings. Rural tourism is to go to the countryside to experience some folk customs, etiquette and customs, but also to see the local crops, fruit trees, streams and Bridges, learn their stories. Visitors can stay here and in the surrounding area (the countryside away from the city), see the sights and experience farming activities. Visitors can also explore other areas nearby. The concept of rural tourism includes two aspects: one is happening in rural areas; Second, it takes rural nature as a tourist attraction, which needs to have both.

2.2 Post-COVID-19 Era

In December 2019, several cases of the COVID-19 were detected through disease tests in Wuhan. In January 2020, the World Health Organization classified the COVID-19 outbreak as a public health emergency of international concern. In March 2020, it said that the outbreak of the COVID-19 has constituted a global “pandemic”, which has had a huge impact on the production and life of people around the world, and people have entered the “epidemic era”. The “post-epidemic era” refers to an era in which the epidemic prevention and control has gradually achieved results, with no initial large-scale epidemic, but sometimes local epidemics. The epidemic prevention and control has changed from an initial emergency to a state of regular prevention and control, and unprecedented changes have taken place in

politics, economy, education and consumption habits. This is a new period of historical development due to the impact of the pandemic, which began after the profound social changes triggered by the late phase of the COVID-19 pandemic.

3. Related Concepts

3.1 Theory of Sustainable Development

The theory of sustainable development is put forward after long exploration. At the World Conference on Environment and Development in 1992, the United Nations adopted a document that placed sustainable development at the core of future global development. Subsequently, the Chinese government compiled the White Paper on China's Population, Environment and Development in the 21st Century, which for the first time incorporated the strategy of sustainable development into the long-term plan for China's economic and social development.

The theory of sustainable development includes three parts: society, economy and ecology. Broadly speaking, it is about meeting the needs of people now and in the future equally, and demonstrating the principles of sustainability, equity and shared interests. All people need to advocate and take action to protect the environment. We will ensure steady and rapid development without destroying natural resources. The contradiction between tourism development and residents, tourists and the environment needs to be solved in a scientific and effective way. Sustainable development focuses on holistic consideration and common development. While guiding the direction of sustainable economic and social development, it also sets standards for protecting and improving the quality of the natural environment, with the aim of raising the living standards of all people in the world. To a large extent, the sustainable development of the economy depends on the continuous optimization and upgrading of the industrial structure. In the process of accelerating economic development, it is necessary to avoid excessive consumption and waste of natural resources. Giving full consideration to economic development, resource exploitation and environmental protection. To realize the organic combination of social efficiency, environmental protection and resource conservation.

Under the current situation, sustainable development should take the economic development as the top priority, the ecological protection as the implementation requirements, the progress of the whole society as the center, the economy, ecology, society coordination, comprehensive development. The sustainable development of rural tourism can be interpreted as rural residents using the local resources and environment to develop rural tourism projects, bringing unique rural tourism experience to visitors and allowing them to relax. In this process, villagers can earn profits, thus improving living standards, improving infrastructure and upgrading industrial structure. Although the development of rural tourism has many advantages, attention should be paid to the protection of ecological environment, appropriate use of limited resources, not to pollute and damage the environment, to ensure the long-term healthy and sustainable development of rural tourism. This study will refer to the theory of sustainable development to formulate corresponding development strategies, combine the local development basis and

characteristics, and protect natural resources and their environment while implementing tourism resource planning and development, so as to provide help for tourism.

3.2 Industrial Convergence Theory

Industrial integration refers to the business forms and modes of operation and development in which agriculture, industry, service industry and information technology industries formed in different periods and located at different levels in structure interact with each other, cooperate with each other and integrate with each other in the same industry, industrial chain and industrial network. It is an operation development method and enterprise operation management mode that combines the intangible with the tangible, leads the middle and low level with the senior, improves the lag with the lead, and leads the horizontal with the vertical, transforms the middle and low end industries into an important part of the high-end industries and carries out industrial upgrading. That is, different industries combine with each other, interweave, and finally integrate and gradually constitute the dynamic development process of new industries.

Industrial integration can promote industrial development and bring various effects, including: first, it can promote the technological innovation of traditional industries, so as to promote the adjustment of industrial structure and industrial transformation. After industrial integration, the industrial pattern will appear more complex changes. Industrial integration can expand the scope of competition and promote a wider range of fair competition by building and realizing new relationships within industries and companies. Industrial integration has transformed the market from monopoly competition to perfect competition and greatly improved economic efficiency. Second, it helps to improve the competitiveness of the industry. In the process of industrial integration, the competitive partnership between companies will change, the number of companies integrated into the industry will further increase, the competition between companies will become more fierce, and the company's innovation ability and flexibility will be raised to a new strategic height. In this industrial revolution and industrial transformation, companies that are not good at innovation and are less flexible will be eliminated at a faster speed. Third, it is conducive to regional economic integration. Industrial integration will break through the boundaries within traditional companies and between industries, especially the business boundaries between different regions, and make use of enterprise information platform for business reorganization to form trade effect and competition effect. Industrial convergence will also promote the development of networks and further improve the efficiency of communication within enterprises.

Rural tourism is the integration of agricultural production and tourism, including the cross penetration or integration of different industries in the two industries, and then form a more mature and reasonable form of rural tourism. Through the integrated development of the primary, secondary and tertiary industries, a new industrial model can be formed in rural areas with both production and marketing capabilities and the combination of agriculture, industry and commerce. The integrated industries will have greater commercial value, which will drive the local economy to develop better and faster, increase the local employment rate and expand the value of rural industries. The long-term development of rural tourism

needs to improve, rural tourism can integrate agriculture, industry and service industry, through the expansion of rural tourism related industries, seek different modes of development, so that it can accurately meet the needs of consumers, which is also the value of tourism. It will also be of great help to the development of rural tourism to integrate all kinds of high-quality tourism projects into clusters and integrate them into other industries.

4. Present Situation of Rural Tourism Development in Chengdu

In recent years, the development of rural tourism is in full swing. After the epidemic, consumers' demand for tourism is increasing, and the quality requirements for rural tourism are also gradually increasing. In order to adapt to the growing demand of consumers, Chengdu rural tourism has developed a new type of rural tourism with its own characteristics. Including tourist destination theme tour, A class forest scenic spot, education farm, rural homestay, pastoral complex, agricultural park, leisure farm, self-driving RV camp, art village, etc., rural tourism is more diversified. Chengdu, with the appearance and development of farmhouse as the birthplace of rural tourism, is the first rural tourism destination to obtain the national 4A level scenic spot representative. Under the leadership of the government, rural committee and industry, rural tourism in Chengdu has been promoted by farmers to develop large-scale rural tourism in Chengdu, which means the development of rural tourism in Chengdu has entered a new stage. From 2016 to 2020, before the outbreak of the epidemic, rural tourism in Chengdu developed rapidly and was the main way for citizens to relax during weekends and holidays. In 2020, the number of rural tourists dropped sharply because of 2019-COVIDS and recovered somewhat by 2021. The number of rural tourism tourists received in each year is shown in Figure 1.

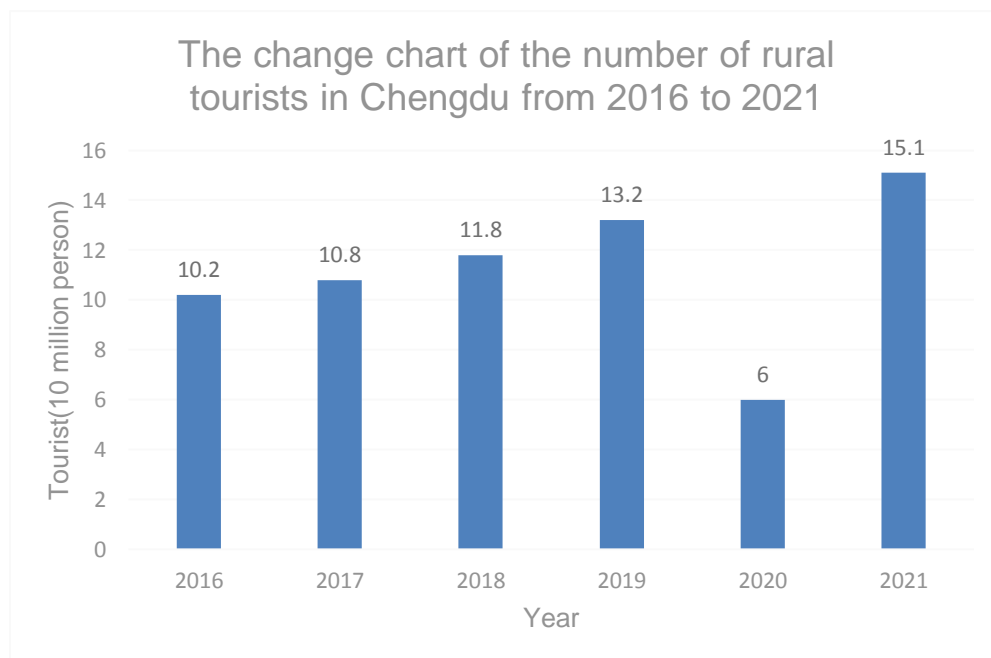


Figure 1. The Change Chart of the Number of Rural Tourists in Chengdu from 2016 to 2021

5. Hindrance to the Development of Rural Tourism in Chengdu

5.1 Unreasonable Use and Exploitation of Resources

The development of rural tourism should adhere to the concept of sustainable development, based on the existing industry, standardized management system as the guarantee, modern science and technology as the support, rural tourism as the carrier, integrated development. However, the existing planning of some rural tourism industry ignores the primary position of local resources, blindly builds landscape facilities, and the confusion of culture and business forms not only destroys the integrity of rural aesthetic, but also occupies the area of existing land resources and wastes development funds. As a result, rural tourism projects not only fail to bring wealth, but also become a burden for the local government and people.

5.2 Tourism Capacity Is Limited

Tourism carrying capacity refers to the scale of tourism activities which a tourism area can carry out on the condition that the reception which is satisfactory to tourists does not destroy the tourism attraction value. In rural tourism, the size of the carrying capacity has an important impact on the local ecological environment, tourist experience, tourist satisfaction, residents' feelings, infrastructure bearing capacity and so on. Rural tourism is affected by seasonal tourism and other objective factors, resulting in a long holiday in an endless stream, but no one in the daily. As a result, most rural tourism projects do not limit the carrying capacity of tourism, which affects the natural resources and tourist experience.

5.3 Lack of Professional Talent

For rural people, the modern living environment and enjoyment facilities, satisfactory shopping environment and urban hukou are all great attractions. For middle-aged parents in rural areas, influenced by traditional education and modern life, they encourage their children to study hard and get out of the countryside, but they don't want their children to go back home to develop. The majority of rural young workers have less local feelings than the elderly, and they are influenced by modern new media. A variety of reasons, resulting in a large number of young labor force outflow. However, most tourist receptionists in existing rural tourism projects are local villagers, who do not have professional reception knowledge, which affects the improvement of tourists' satisfaction.

6. Strategies to Develop Rural Tourism

6.1 Standardize Rural Management and Adhere to Sustainable Development

No rules, no square. In the process of rural tourism construction and development, the early construction planning and the system management of operation and development have a huge impact on the sustainable development of rural tourism. Therefore, in the early stage of rural tourism project construction planning, it is necessary to base on the countryside, give priority to the development of local existing industries, such as planting and handicrafts, set up cooperatives, further renovation, standardized management, and form an industrial chain. At the same time, we can make use of the crop season to hold a special crop tourism festival during the crop planting period to attract tourists to join in the planting and enhance the sense of experience. At the same time, we can designate customized areas to sell

personalized agricultural products to tourists, and adhere to the principle of “no pesticides, no foreign fertilizers, no herbicides”, use the indigenous farming method to plant rice, build a rice base and create a rice brand.

6.2 To Improve Infrastructure and Vigorously Introduce Talent

If you want to be rich, build roads first. The government should increase funding to improve rural infrastructure and enhance its accessibility. Specifically, it includes the construction of transportation, environmental protection, culture and education, and public life service facilities. And according to the location distribution of rural tourist attractions and the size of the flow of people, the reasonable setting and planning of rural roads and the distribution of toilets and food stores. For example, “My Garden”, a large rural tourism complex project in Chengdu, covers an area of 4,200 mu. However, there are few public toilets in the scenic area, which affects tourists’ experience.

At the same time, we should vigorously introduce talents with professional knowledge, bring forth the new based on rural natural resources, timely launch new rural tourism projects or derivative development of existing projects to attract tourists and increase visibility. At the same time, rural tourism culture training centers should be established to improve the quality of local tourism reception personnel, provide tourists with a good experience, promote a virtuous cycle, so as to retain local talents.

6.3 To Dig Deep Tourism Culture, and Shape Tourism Brand

Culture is the sum of material and spiritual wealth created by human beings in the course of social and historical development. Due to the duality of historical continuation and regional differentiation, culture has formed different cultural and geographical environments. The most important part of the definition of tourism is to leave people’s usual living environment, so it can be seen that cultural differences in geographical environment is an important factor for tourists to choose the destination. The greater the difference between the culture of the tourist destination and the culture of the residence place, the greater the intensity of tourist attraction; The deeper and wider the cultural time and space of the tourist destination, the richer the cultural landscape and the more attractive it is to tourists. The stronger the culture of tourist destination is, the more attractive it is to tourists. The attractiveness of the cultural landscape changes with the development of The Times.

7. Conclusion

As a new first-tier city, Chengdu has great advantages in developing rural tourism in terms of natural geography, cultural geography, economic geography and environmental quality. In today’s rural tourism development boom, in order to solve the existing problems of rural tourism development, the local government should issue policies, provide financial support, improve infrastructure construction, and vigorously introduce professional talents, maximize the use of local tourism resources, identify the right positioning, innovate, and enhance tourist experience. At the same time, explore the connotation of tourism culture and promote the sustainable development of rural tourism in Chengdu.

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