

# *An Empirical Study on the Integration of Rural Tourism and Economy from the Perspective of Global Tourism*

**Guo Xudong**

*Tourism and Historical Culture College, Zhaoqing University, Zhaoqing 526061, Guangdong, China*

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**Abstract:** With the continuous progress of the times, people's living standards have become higher and higher. While meeting daily needs, people are gradually willing to spend their free time to travel, wanting to enjoy themselves while traveling. When traveling, pay more attention to physical and mental satisfaction, and focus on whether the service quality of the tourist destination can satisfy oneself. This article analyzes and discusses how to realize the integration of rural tourism and economy from the perspective of global tourism, and to bring tourists a better tourism experience.

## **1. Introduction**

Rural tourism has been loved by more and more tourists in recent years, and the nature of global tourism is comprehensive. The development of tourist destinations connects each tourist destination to form an organic complex. So as to meet the needs of tourists as a whole. If rural tourism from a global perspective want to be able to develop for a long time in the future, it must understand its own development direction and be able to integrate with the economy.

## **2. Rural Tourism Development Should Be Integrated with the Economy Accordingly**

For rural people, the construction of rural tourism from the perspective of global tourism can better integrate with the economy. In the development, global tourism can no longer be the same as before, in order to attract more customers and stay at the surface quality increase, but should be designed with more connotations of tourist destinations, so that people can feel the improvement of service quality when traveling. As a whole, our country is a large agricultural country, and part of our economy is supported by agricultural production and tourism development. Therefore, when our country builds rural tourism, there will be great potential in the future. The construction of rural tourism is in line with the development of the times, and the future of rural tourism will develop better and better. From a global perspective, rural tourism can lift the countryside out of poverty and bring more economic support to the people. Tourism in rural areas is another area for the development of tourist attractions. It can make the relationship between tourists and farmers more harmonious, and allow people living in cities to experience the quiet life in the countryside. Let urban residents feel the joy of returning to nature during rural tourism.

### **3. Problems in the Development of Rural Tourism and Economic Integration**

#### **3.1 The Development of Rural Tourism in My Country is Relatively Late**

Although our country has begun to focus on the development of rural tourism, there are still some problems in the development of rural tourism. Restricted by the level of economic and social development and traditional ideas, the development of rural tourism in China started relatively late. Now in the process of development, due to the relatively weak foundation, the construction of rural tourism is very bumpy. In recent years, the development of rural tourism in my country has gradually improved, and the speed of development has gradually increased. In order to solve the problems encountered in the development process, we can start from the theory, analyse the problems in practice, and combine the local characteristics to analyse the constraints of development in all aspects and multiple angles. Some places have special geographical factors, so when developing rural tourism development, rural tourism can be developed according to the special geographic location of the area. Some places have corresponding characteristics, so you can promote the characteristics of the area more when developing. Construct the corresponding development model in practice, and then provide theoretical guidance for future development. In the future development, if you encounter corresponding problems, you can refer to the guidance of this theory to develop rural tourism, so as to promote the economic development of the region.

#### **3.2 Relevant Regions Are Not Paying Enough Attention**

In some places, there are some misunderstandings in the integration of rural tourism economy. Their tourism protection funds are relatively short. In the process of developing rural tourism, they did not invest a large amount of money, and did not make overall settings. In the process of tourism development and construction, the efficiency of work has been greatly reduced, so that the development of rural tourism in the region has been damaged, and it cannot become the advantage of the development of the region.

In some places, the mechanism of rural tourism construction is not perfect, and the related workers and experts are not professional enough. In the process of construction, similar departments and departments of the government have not supported and helped this, and there is no effective communication between township governments. the management department of rural tourism and the market supervision department also have no information connection. The market demand and people's travel cannot be effectively evaluated and forecasted, so that relevant policies cannot be effectively implemented.

### **4. Solutions to the Integration of Rural Tourism and Economy**

#### **4.1 Change Management Methods and Increase Publicity**

The transformation of scenic spots to the global tourism model requires the transformation of a single scenic spot construction and management ticket economy to an industrial economy. From the rough management of tourism in the past to a more refined and efficient management of tourism. The transformation from individual management of tourism enterprises to shared tourism. In the past, scenic spots only received domestic tourists to accept international tourists, foreign tourists and other multi-city international exchanges and cooperation. When issuing rural and economic integration from the perspective of global tourism, we must also pay attention to marketing methods and spatial layout, industrial integration and basic services, and the participation of scenic spots and the ecological environment. When innovating tourism, increase the propaganda efforts in the area to

attract more tourists to visit. Advertising can be distributed in some areas, or billboards can be set up at obvious entrances and exits. The promotion of rural tourism is broadcast on the media, so that people can feel the unique scenery of the area on the big screen for the first time, so they are willing to travel on this land. Improve the visibility of the area and let more people know about the tourism resources of the area. The local government implements poverty alleviation work in the area through the development of rural tourism, increases the income of the area, and helps people get rid of poverty. Through actual observation, we found that although the number of rural tourism continues to increase and the development of the tourism industry is also constantly maturing, on some tourism website platforms, it is not possible to see the comments of the rural tourism and the travel notes of tourists. During the investigation, we will find that the corresponding records of the scenic spots in this area are not found online. So we have to use the Internet to publish the highlights of the region on more platforms.

#### **4.2 Broaden the Publicity Gathering Road, Let More People Know the Characteristics of the Area**

The local tourism development department also needs to grasp the current problems in time, change the traditional thinking mode, and broaden the channels of publicity. You can open some rural tourism WeChat, Weibo, official accounts, travel apps, etc. On Gaode Maps, Meituan, Dianping, Ganji, 58.com, and other domestic professional websites, promote travel packages and travel routes. Let tourists have more choices, while continuously improving after-sales service and public welfare services.

#### **4.3 Use the Network to Develop the Combination of the Two**

Due to the improvement of the economic level, people in most parts of our country have private cars, so self-driving travel has replaced group travel and has become the most popular way of travel in today's era. Moreover, the development of our own science has brought the popularization of the network, 4g and 5g networks. People feel more convenient to navigate on the Internet when traveling, and they will not get lost when traveling. You can even choose more beautiful attractions nearby based on the recommendations of the navigation. Tourists can easily obtain travel information on the Internet, and share travel experience and joy with their companions. After the rural tourism is carried out, you can also evaluate the play experience in the area based on the network platform. Let more people know the characteristics of the place, or provide more people with some tourism experience for reference.

#### **4.4 Integrate Resources**

If you want to give full play to the characteristics of this tourist attraction, attract more tourists. It is necessary to rethink how the scenic spot should develop with the thinking of global tourism. It is necessary to integrate and optimize the tourism support of the scenic spot and the travel assistance in the area to avoid scattered areas and disperse the source of tourists. Reduce the utilization rate of tourist attractions. On the overall level, although my country's tourism industry has developed well, due to historical or geographic factors, tourist attractions have similarities. Therefore, if the tourism industry wants to develop, it needs to meet the diverse needs of tourists for tourism. When developing, it is necessary to start from the perspective of tourists, to bring tourists a better travel experience, or to make appropriate changes to tourism in the area.

#### **5. Listen to the Suggestions of Tourists**

It is necessary to analyze the factors that affect the development of rural tourism from the perspective of global tourism, and conduct interviews or questionnaire surveys of people who have traveled in the area. It shows how they evaluate the scenic spots. Through these comprehensive analyses, we can find the factors that restrict the development of tourism in the region and formulate targeted solutions. It can also allow tourists to give the characteristics of the development of the area, and make the characteristics of the area more perfect.

## 6. Discussion

To develop the integration of tourism and economy from the perspective of global tourism, we must have enough patience to do this well. It takes time to settle this matter if it is to be done better, rather than it can be completed in a short time, so we must have enough confidence to persevere step by step.

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