

Exploring the Development Path of Rural Economic Revitalization in the Context of "One Belt and One Road" Strategy

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Abstract: Under the background of globalization and the booming Internet economy, with the rapid interconnection development of "One Belt and One Road", the state encourages the great development of cultural industry, deeply promotes "mass entrepreneurship and innovation", the scarcity of health and pension industry, the national demand for The purpose of this paper is to explore the development paths of rural economic revitalisation based on the "One Belt, One Road" strategy. The case of BB Tea Culture Village, which is located in an important strategic position of "One Belt, One Road", is analysed and studied. Most of the tourists think that BB Tea Culture Village has convenient transportation infrastructure and a beautiful environment. The project has inherent advantages, and if the operation concept can be updated, the connotations of tea culture can be explored in depth, and the achievements of modern technology can be used to enrich the various connotations of tea culture, better expectations can be achieved.

1. Introduction

In the face of intensifying competition along the Silk Road strategy, strengthening economic and trade cooperation with countries along the Belt and Road can jointly create more development opportunities and achieve a win-win situation in many aspects. "The active participation of many countries along the Belt and Road also provides political and economic support for the implementation of this strategy[1]. In the long term, the continuous promotion of the Belt and Road will lead to more frequent exchanges between countries, promote the interconnection and construction of infrastructure in the countries and regions concerned, activate economic vitality and promote consumption, while the increase in tourism destinations will provide foreign consumers with more diverse choices and a wider range of tourism combinations. This will further revitalise international tourism and enable China to export its tourism culture, leading to new developments in China's foreign tourism trade and opportunities for rural economic revitalisation[2-3].

The strategy of "revitalising the countryside" is an important strategic initiative to modernise the countryside. Sandra Boric's empirical analysis of the relationship between rural human capital

investment and rural economic growth, based on empirical data from Chongqing Municipality and using the Cobb-Douglas production function, found that rural human capital has a higher output elasticity but a lower contribution rate. At present, there are problems such as imperfect education system, serious brain drain and lack of attractiveness of talents in rural areas. The dilemma of human capital in rural economic development was analysed, and suggestions were made to enhance rural human capital in terms of accumulation, investment, education, institutions and culture[4]. "The introduction of the Belt and Road Initiative and its global layout are generally interpreted from a policy perspective. Rizza Megasari argues that the spillover effects of mega-economies, the extension of value chains and their creeping effects, channel suitability and locational positioning constitute the endogenous drivers of the Belt and Road initiative. Each of these three theoretical perspectives has its own intrinsic basis in reality, and can provide some reference for understanding the practice and future development of the Belt and Road Initiative[5]. In-depth research into the promotion and management strategies of rural tourism in overseas markets in the context of the Belt and Road has both theoretical and practical implications.

Driven by the realistic demands of a large number of inbound tourism markets, this paper reviews the historical achievements of the "revitalisation of rural areas" strategy, explores the development trends and obstacles of rural tourism in the context of the "One Belt, One Road" strategy, objectively analyses and positions the position of the Chinese source market in China's inbound tourism market, and rationally considers the importance of grasping "It also provides valuable reference suggestions for management decisions on the development of rural economic revitalization.

2. Exploring the Development Path of Rural Economic Revitalization in the Context of "One Belt and One Road" Strategy

2.1 Rural Economic Revitalisation

(1) Development of special projects

The countryside has rich natural resources such as land, mountains, forests, waterfalls and streams, however, in the past, rural development mainly relied on the basic food production function in the countryside. Although the development of basic plantation industry has solved the problem of feeding the nation's people, the low-profit primary industry can hardly meet the farmers' desire to get rich. In addition to developing the primary industry base, rural development in the new era should also make use of local natural endowments to develop rural In addition to the development of the primary industry, rural development in the new era should also make use of local natural endowments to develop industrial projects with rural characteristics [6-7]. For example, the development of local mountain and forest resources, the development of tourism, the combination of agriculture and ecological tourism to develop leisure agriculture, according to the local soil, sunshine, topography and other natural conditions, the development of characteristic animal husbandry, farming, etc.. The development of these resources expands the basic production function of the countryside to ecological and cultural functions, which not only meets the current urban residents' pursuit of leisure, culture and ecology, but also brings development of the countryside with large profit space [8].

(2) Development of resource development type

For villages with rich natural resources, deep historical and cultural heritage, and resources with special folk customs, you can choose the resource development type path to develop the rural collective economy. Some villages in China, especially those located in hilly and mountainous areas, have beautiful mountains and forests, clear streams and characteristic handicrafts, etc. For these villages, village collectives should actively develop and revitalise these dormant resources,

quantify the rights and shares, develop tourism, establish bed and breakfasts, produce characteristic handicrafts, etc., and grow the rural collective economy through resource development and the development of the tertiary industry[9].

2.2 Development Strategies in the Context of the "One Belt, One Road" Strategy

(1) Seize the opportunity of the "One Belt, One Road" strategy and strengthen international cooperation in tourism

As the number of tourist arrivals from developing countries to China in the "One Belt and One Road" source countries is increasing year by year, developing countries in the "One Belt and One Road" have a greater potential for tourism service trade, so we should enhance the connectivity between China and developing countries. The construction of connectivity between China and developing countries should be enhanced, and the potential of China's tourism service trade exports to developing countries along the Belt and Road should be explored to promote China's tourism service trade exports [10-11]. The construction of transport infrastructure should also be optimised to solve the problem of traffic congestion during Golden Week in some popular cities, to improve tourists' travel experience, and to strengthen the construction of tourism infrastructure in western regions, so as to better export the unique customs and traditions of the western regions of China and attract foreign tourists to migrate to the west, ensuring the balanced development of China's tourism services trade [12].

(2) Pay great attention to the issue of tourism environmental protection in the construction of "One Belt, One Road"

Faced with the problem of ecological environment destruction in the construction of "One Belt and One Road", the state should actively advocate the concept of ecological civilization, adhere to the green development strategy, adhere to the concept of "golden mountains are better than green water and green hills", strive to achieve the harmonious development of man and nature, in the development of tourism resources to achieve tourism development and environmental protection. In the development of tourism resources, tourism development and environmental protection should not be compromised [13-14]. In the tourism areas of the provinces along the route, ecological civilisation demonstration zones have been established to emphasise ecological protection and to build tourist resorts that combine regional characteristics and ecological balance.

3. Investigation and Research on the Development Path of Rural Economic Revitalization in the Context of "One Belt and One Road" Strategy

3.1 Research Problem

In the new era, M city has been given the important strategic positioning of "one belt and one road", "inland open highland", "beautiful land with clear water and mountains" and "two places" and "two high" strategic objectives of "promoting high-quality development" and "creating high-quality life". M city has outstanding advantages in terms of its location and its role in rural The city plays a major role in the economic development and opening up of the countryside. Therefore, in the context of the national strategy, it is of great value to study how to build an effective economic revitalization system for the tourism industry in rural areas of M city.

3.2 Research Objectives

In order to get a comprehensive and accurate picture of the current tourism operation and management of BB Tea Culture Village in M, I conducted a questionnaire survey on tourists'

satisfaction with the tourism experience during the May Day holiday in 2021: During the May Day holiday, the survey questionnaires were distributed to tourists between 10:00am and 15:00pm every day. 130 questionnaires were distributed, 100 valid and 30 invalid questionnaires were returned. Among them, 70 tourists belonged to the countries along the "Belt and Road". The questionnaires have good representativeness and typicality.

3.3 Data Processing and Analysis

This paper uses SPSS 22.0 software to count and analyse the results of the questionnaire survey and conduct t-tests. The t-test formula used in this paper is shown below.

$$t = \frac{\bar{X} - \mu}{\frac{\sigma X}{\sqrt{n}}} \quad (1)$$

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \left(\frac{1}{n_1} + \frac{1}{n_2}\right)}} \quad (2)$$

Where formula (1) is a single overall test, \bar{X} is the sample mean, s is the sample standard deviation, and n is the sample size. Formula (2) is a double overall test, and is the two-sample variance, and is the sample size.

4. Analysis and Research on the Development Path of Rural Economic Revitalization in the Context of "One Belt and One Road" Strategy

4.1 BB Tea Culture Village Operation and Management Status

BB Tea Culture Village is managed in the mode of "enterprise + community", and the company is directly responsible for the operation of the following projects: Visitor Reception Centre, Children's Garden, Tea Court Restaurant, B&B, Amoy Ware Shop, Dream Tea Club, Grand Tea House, etc. The "flat management" mode is adopted. The manager and deputy manager are set up to manage the tourism public services. Most of the businesses run by villagers are managed by the villagers themselves. According to statistics, there are a total of 21 farm caravans, 8 B&Bs, 7 teahouses, 5 souvenir shops and 6 cultural and creative products, most of which are farm caravans, as shown in Table 1 and Figure 1.

Table 1: Operation Status of BB Tea Culture Village

Business type	Number of operating households	Proportion
agritainment	21	45
B&B	8	17
teahouse	7	15
Sales of local specialties	5	11
Cultural and creative product sales	6	12

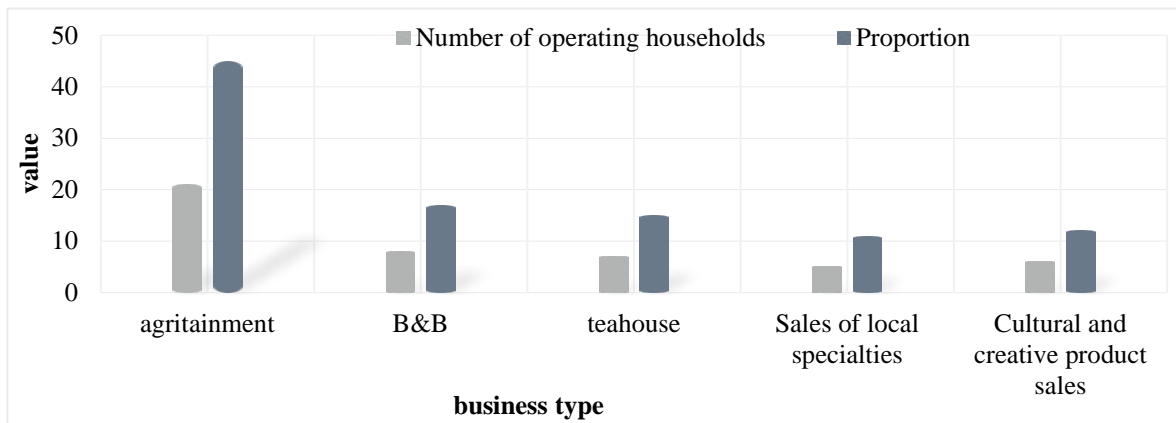


Figure 1: Business Type of BB Tea Culture Village

Since 2020, the BB Cultural Village has established a tourism data platform connected to the M City Culture and Tourism Bureau through the internet platform, which enables it to analyse and count the visitors to the scenic spot. Visitors can make reservations for food, accommodation and other services through their mobile phones.

4.2 Analysis of Visitor Satisfaction in BB Tea Culture Village

To sum up the results of the questionnaire survey, 60% of the respondents said that the channels through which they learned about BB Tea Culture Village were through new media channels such as television and the Internet. This proves that marketing by way of electronic information media is playing a greater role in the Internet era. At the same time, 13% of visitors said that they only learned about the tourist attraction through the introduction of friends and relatives. This figure reflects on the one hand that the role of word of mouth still occupies a certain position today, and on the other hand, it also suggests that the conversion of new visitors will become an important gain when the experience of the attraction is better, Table 2 shows the visitors' evaluation of the evaluation of BB Tea Culture Village.

Table 2: Tourist Evaluation

Tourist evaluation	Good (%)	Commonly (%)	Very bad (%)
Transport infrastructure	70	30	0
environment	65	35	0
Number of tourism projects	30	65	5
Service quality	36	61	3

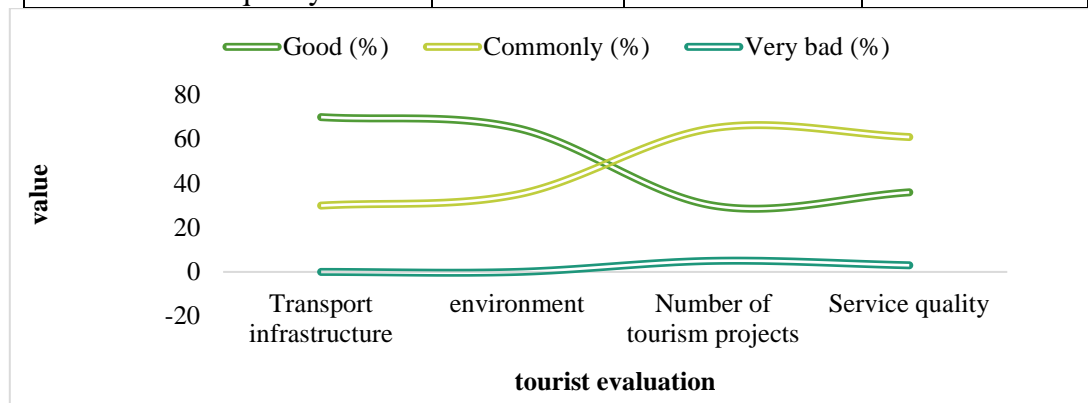


Figure 2: Satisfaction Survey Results

In terms of satisfaction, the questionnaire survey reflected the results that 70% of the visitors thought that the transportation infrastructure of BB Tea Culture Village was convenient and 65% thought that the environment of BB Tea Culture Village was beautiful, a figure that reflects the high overall satisfaction of the visitors with the scenic spot. This data corroborates with the survey results made by the scenic spot's intelligent tour system with a high degree of confidence. The results of the questionnaire show that 5% of the respondents think that there are too few tourist programs, as shown in Figure 2. It is therefore important for tour operators to increase the diversity of tour sub-programs to allow visitors to experience different tour experiences, thus effectively increasing satisfaction.

5. Conclusions

With the increasing scale of tourism service trade exports from the Belt and Road countries, and the increasing proportion of tourist arrivals from developing countries in the Belt and Road source countries, it shows that there is a great potential and room for improvement in tourism service trade between China and the Belt and Road developing countries. This paper first examines a large body of literature on tourism services trade between China and the developing countries of the Belt and Road. This paper firstly collates a large amount of literature to clarify the development of the Belt and Road initiative since its implementation, and then proposes specific management strategies for the promotion of rural tourism in the context of the Belt and Road, with a view to giving industry organisations a better understanding of the promotion of rural tourism and rural economies. However, due to the limited space and knowledge available, there is a lack of in-depth research and forecasts on how the rural tourism industry can adapt its promotion methods and tourism promotion management strategies in the post-Newcastle Pneumonia epidemic period.

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