Research on Rural Tourism Growth Path Planning Based on Tourism Big Data

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Abstract: Tourism occupies a very important position in the economic structure of China, and the rapid growth of tourism has made a qualitative leap in the traditional economic structure of China. As an important pillar of social growth, agricultural economy plays an irreplaceable role. Ensuring agricultural development and increasing farmers' income have become the key means to achieve a well-off society in an all-round way. Rural tourism industry can transform environmental resources into economic growth power. Therefore, it is of great practical significance to use big data to accelerate the common growth of agricultural economy and rural tourism. This article proposes to improve the market visibility of rural cultural resources, attract more tourists to participate in rural tourism and boost rural revitalization by building a big data service platform, paying attention to the growth of rural tourism culture and building cultural brands.

1. Introduction

Rural culture has profound humanistic heritage and traditional advantages, and the unique natural and human resources of rural tourism have unique charm. With the progress of network technology in China, big data is more and more widely used. The government, enterprises and individuals are all beneficiaries of big data, which has changed the traditional information dissemination and data processing methods[1]. Rural areas have used their own advantages to take different types of rural revitalization measures, among which the most obvious effect of rural revitalization is the growth of rural tourism industry[2]. The rural tourism industry can transform environmental resources into the driving force of economic growth, and then promote the growth of rural economy. Driven by big data, big data has gradually penetrated into all aspects of production and life, which is of great significance to promoting the growth of agricultural economy and tourism, and is conducive to the implementation of rural revitalization strategy[3]. The era of big data has become an important guarantee for the adjustment of rural industrial structure and the vigorous growth of rural leisure tourism in China. Only by connecting rural economy and rural tourism can we effectively grasp all kinds of information resources, promote the structural adjustment of rural economy and improve the development quality of rural economy and rural tourism[4].

The adjustment of agricultural industrial structure and economic structure, the growth of farmhouse music and agricultural leisure tourism are all inseparable from big data. The growth of

rural tourism has released great economic, social, cultural and ecological benefits, and has made great contributions to the prosperity of rural industries, helping farmers to increase their income, improving the living environment and helping the poor [5]. In the information age, agricultural leisure tourism, farmhouse music and agricultural industrial structure adjustment all need to apply big data, which can realize the interconnection between rural tourism and agricultural economy, fully tap relevant data, realize the accurate transformation of rural tourism and agricultural economy, and promote their coordinated development[6-7]. This article proposes to improve the market visibility of rural cultural resources, attract more tourists to participate in rural tourism and boost rural revitalization by building a big data service platform, paying attention to the growth of rural tourism culture and building cultural brands.

2. Current Situation of Rural Tourism Growth

In the growth of agricultural economy, big data provides a powerful boost for agricultural informatization and forms a new model of "big data+agricultural economy". On this basis, agricultural business platforms and agricultural Internet of Things have been built and applied one after another, and the storage of agricultural information has increased year by year, which is of great significance to the growth of high-quality agricultural economy. Big data can collect farmers' feedback on agricultural production and integrate it into a new round of big data to provide rectification basis for agricultural production optimization; It can also accurately control the selection of agricultural products, the amount of chemical fertilizers and the application of pesticides, and optimize the agricultural structure in combination with market demand, so as to minimize the risk of agricultural production and ensure the safe and stable growth of agricultural economy. Rural tourism in China started late, lacked government support, had a weak foundation and a single form of tourism, which could not attract more foreign tourists. In recent years, in response to the national policy of supporting the growth of rural industries, some areas have developed rural tourism resorts. However, due to the weak publicity and weak online marketing power, the rural tourism industry has less income, which has greatly hindered its development and the effect of helping farmers and enriching them is not obvious enough. In the growth of rural tourism, the role of big data cannot be ignored. With the new model of "big data+rural tourism", we can provide tourists with more thoughtful products and services. Most tourists get information through various information channels and choose tourism projects that meet their own requirements, while big data can collect tourists' information, accurately recommend tourism projects by collecting tourists' preferences, and improve related products and services.

3. Connotation of High-Quality Growth of Rural Tourism

The stakeholders of rural tourism growth include government, enterprises, farmers and tourists. Under the background of the new era, digital technology came into being. Faced with this development opportunity, the stakeholders of rural tourism often show such phenomena as lack of cooperation and going their own way. The high-quality growth of rural tourism is an important way to promote the overall revitalization of rural areas, and it is of great significance to deeply understand the connotation of high-quality growth of rural tourism. Guided by the new development concept, we can understand the connotation of high-quality growth of rural tourism from the macro level, industrial level and enterprise management level. Rural tourism hotspots are mostly located in places with rich natural resources and long folk culture, and some rural tourism destinations are remote and lack of network coverage, resulting in digital technology not being well applied to regional rural tourism growth. From a macro perspective, the high-quality growth of rural tourism is a comprehensive and balanced development. Specifically, the high-quality growth of rural tourism

is reflected in the balance between supply and demand of rural tourism, the sustainability of rural tourism economic growth, the coordination between rural tourism growth and environmental protection, and the sharing of rural tourism growth results.

4. The Coordinated Growth of Agricultural Economy and Rural Tourism Driven by Big Data

4.1 Cultivate a New Environment for Digital Tourism

The government is a policy maker and plays an important leading and managing role in industrial transformation and upgrading. Promoting the high-quality growth of rural tourism with digital economy requires the strong guidance and support of the government. Based on the principles of encouraging innovation, adapting to local conditions, giving priority to farmers and being tolerant and prudent, the regulatory rules for promoting the high-quality growth of rural tourism with digital economy are formulated. The high-quality growth of rural tourism should realize green development and ecological development, promote the coordination and unity of tourism growth and environmental protection, and continuously improve the rural ecological environment. For tourists who participate in rural tourism activities, tourists only regard themselves as the fruit sharers of rural tourism, fail to look at the long-term growth of rural tourism industry, and supply and demand cannot be balanced. The lack of communication, cooperation and communication among stakeholders hinders the high-quality growth of rural tourism, and the advantages of digital technology are difficult to play. The training mode of tourism talents driven by big data is shown in Figure 1.
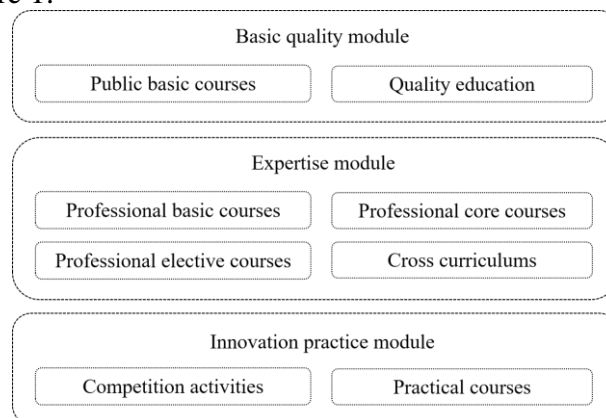

Figure 1 Tourism Talent Training Mode Driven by Big Data

With the increase of urban per capita disposable income and leisure time, and the pressure of work and life, there is a strong demand for rural tourism. The growth of digital technologies such as big data and the Internet has brought new opportunities for the transformation and upgrading of rural tourism. From the industrial level, the high-quality growth of rural tourism is the growth of continuous transformation and upgrading of the industry, which is embodied in the expansion of rural tourism industry scale, structural optimization, innovation-driven transformation and upgrading, and continuous improvement of quality and efficiency. At present, in order to vigorously promote the high-quality growth of modern rural tourism in China, we must solve the outstanding problem of unbalanced supply and demand and provide high-quality and effective supply, so as to meet the quality, diversification and personalized tourism needs of modern tourists. And the virtuous cycle interaction between supply and demand can realize the sustainability of rural tourism economic growth and narrow the gap between urban and rural areas. The sustainable growth of enterprises can increase employment and entrepreneurial opportunities for farmers and reduce the

burden and cost of farmers' participation in the digital construction of rural tourism.

4.2 Promote the New Concept of Digital Economy

To realize the coordinated growth of agricultural economy and rural tourism driven by big data, it is necessary to do a good job in the transformation and upgrading of agricultural industry, provide more resources and financial support for rural tourism, further improve the quality of rural tourism and meet the tourism needs of consumers. Farmers are important contributors and beneficiaries of the high-quality growth of rural tourism. In order to realize the high-quality growth of rural tourism, farmers need to actively change their concepts, enhance their awareness, broaden their thinking, broaden their horizons and enrich their experience. Farmers should enhance their overall awareness of helping rural tourism growth and rural revitalization strategy, enhance their self-hematopoietic function, and strive to become new professional farmers who love industry, know technology, are good at management and know how to manage in the new era, and contribute to the sustainable growth of agriculture and rural areas, the high-quality growth of rural tourism and the popularization and utilization of digital technology. Culture is an important resource for tourism. In order to improve the quality of rural tourism and promote the coordinated growth of agricultural economy and rural tourism driven by big data, it is necessary to strengthen the growth of rural cultural resources and enhance the attractiveness of rural tourism. The schematic diagram of the integration of rural revitalization and cultural tourism industry under the rural revitalization strategy is shown in Figure 2.
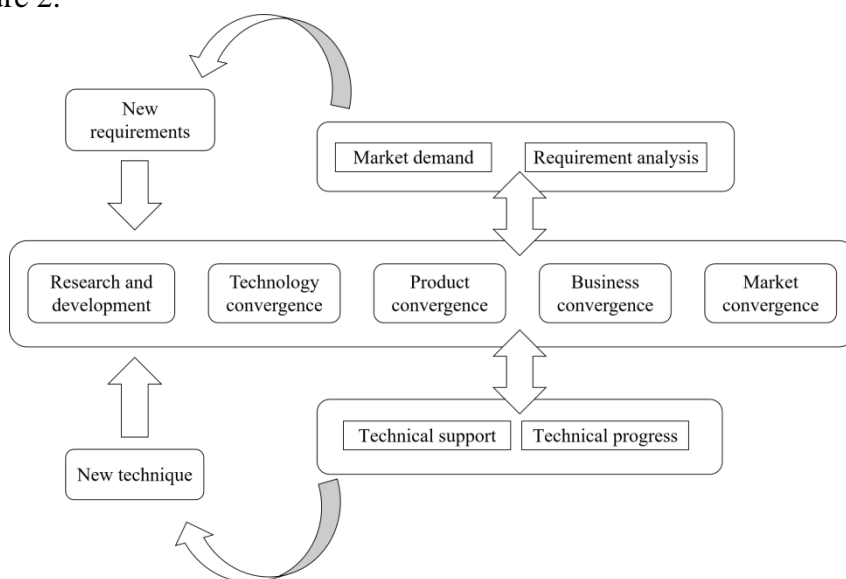

Figure 2 Schematic Diagram of the Integration of Rural Revitalization and Cultural Tourism Industry under the Rural Revitalization Strategy

Tourists are the demanders and experiencers of rural tourism activities. With the deepening of the reform of tourism supply side, tourists' demands for rural tourism are increasing, and new forms of rural tourism have emerged one after another, which has become a new growth point of tourism market development. The digital economy promotes the high-quality growth of rural tourism, which requires the government, enterprises, farmers and tourists to perform their respective duties and help each other. More importantly, each subject applies digital technology in supervision and management, operation implementation, production, life and tourism activities. The popularization and application of digital technology has brought great opportunities for the high-quality growth of rural tourism. By playing the role of the engine of digital economy, the digitalization, intelligence

and informatization of rural tourism industry will be promoted, thus boosting and realizing the high-quality growth of rural tourism.

5. Conclusions

Driven by big data, the application of big data provides strong technical support for the joint growth of rural tourism and agricultural economy. Agricultural economy has been the main economic pillar in rural areas in the past, present and future, and rural tourism industry economy has also played a vital role in rural revitalization strategy, so rural tourism will also become the economic pillar in some areas with tourism resources in the present and even in the future. In the growth of modern agriculture, rural development and market are closely integrated by improving agricultural infrastructure, building a big data service platform and paying attention to the growth of rural tourism culture. Agricultural economy provides rich resources for tourism, and tourism provides sufficient development vitality for agriculture, relying on a virtuous circle to achieve common development. Areas with the advantages of rural tourism growth must make rational use of their own advantages, achieve common prosperity through the coordinated growth of rural tourism and agricultural economy, and strive to achieve the goal of rural revitalization strategy as soon as possible.

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