

Study on the Factors Influencing the Sustainable Development of Rural Tourism in China

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Keywords: Rural tourism, Sustainable development, Influence factor, China

Abstract: Rural tourism is an important industry to promote rural economic development and increase farmers' income. At present, with the support of national policies and funds, it has the scale and quality of sustainable development. However, in the development of rural tourism, there are still shortcomings and immaturity. Whether it has tenacious and long-term vitality still requires constant adjustment of course and optimization of strategy in the development. Therefore, in order to explore the sustainable development of rural tourism, we must pay attention to the study of the sustainable development factors of rural tourism. In the process of rural tourism development, we should not only pay attention to the sustainable development of tourism products, but also pay attention to the sustainability of rural development. In a sense, local tourism can only be sustainable if rural sustainable development. At the same time, only the sustainable development of tourism itself can provide financial and technical assistance to rural areas in a larger scope and to a greater extent, and bring development opportunities for rural tourism. Only on the basis of clarifying the factors affecting the sustainable development of rural tourism can we explore the sustainable development of rural tourism.

1. Introduction

The development of rural tourism in China began in the late 1980s, and the academic community began to study rural tourism in the early 1990s. Both practice and theory in rural tourism in China are still in the stage of continuous development [1]. At present, the domestic research on the sustainable development of rural tourism mainly includes the research on the sustainable development of rural tourism under the relevant policies; A single or comprehensive study of the four main elements of ecology, economy, culture and society involved in sustainable development. Although the research content has gradually made breakthroughs in recent years, it lacks some innovative ideas and views [2].

The development of rural tourism has made important contributions to promoting the economic prosperity of ethnic areas and enhancing cultural exchanges between urban and rural areas. However, while the scale of rural tourism is growing, many factors affecting the sustainable development of rural tourism have also been encountered, such as unbalanced regional development, high ecological pressure, uneven distribution of benefits, and imperfect management. These problems have threatened the development of rural tourism. In the process of rural tourism

development, the sustainable system is composed of rural sustainable development and the sustainable development of tourism system, which together determine the internal demand of rural tourism sustainable development. The two systems are interconnected and inseparable. This paper makes an in-depth analysis from the four aspects of economy, society, culture and environment in order to explore the way of sustainable development of rural tourism through the influencing factors of sustainable development of rural tourism.

2. Economic Factors

Tourism in rural areas is an important basis for local foreign exchange earning. Its role in foreign exchange earning is conducive to raising the income of local residents' families, increasing local employment opportunities, and allowing the local government to increase the tax revenue. The individuals, enterprises and government institutions that directly share the income will continue to consume the money again in the local economic system, thus continuously activating the local economic activities and ensuring the sustainability of the economy [3]. However, with the continuous expansion of the scale of rural tourism activities, it will also bring some negative impact on the economy of rural areas. These negative effects are mainly reflected in the allocation of rural resources. The first is the allocation of land resources. It is precisely because of the irrational allocation of land resources that leads to the lack of property rights of tourism resources that the tragedy of the commons in tourism development occurs, which affects the sustainable development of rural tourism. The second problem is the distribution of benefits. Rural tourism lacks a perfect benefit-sharing mechanism, which is related to the fact that residents rarely have the ownership or management right of scenic spots. This phenomenon is also a constraint factor that rural tourism is difficult to achieve sustainable development [4].

2.1. Regional Development

Rural tourism resources are rarely destroyed by people, so the late-development advantage of rural tourism development is relatively prominent. However, because the economic level of rural areas is relatively backward, and they have been in a closed state for a long time, the level of productivity is low, the quality of population is low, and the contradiction between people and land is relatively prominent, and their social and cultural environment and natural ecological environment are very fragile, which is not conducive to the sustainable development of rural tourism. It is also because of this imbalance in development that it is difficult for rural areas to withstand the impact of foreign tourism economy.

2.2. Tourism Products

According to Butler's tourism area cycle of evolution theory, the tourism development of a place cannot always be at the same level, but evolves with time. Rural tourism products also follow the same rule. Only through continuous development and innovation of tourism products can the sustainable development of rural tourism be ensured. At present, many rural tourism products still remain in the reception service of farmhouse accommodation and experience of local folk customs [5]. The rich village tourism resources have not been fully developed, especially the cultural connotation of rural tourism has not been fully explored. Once the things that can be directly perceived by tourists are not excavated, the decline of tourists' revisit rate will directly affect the sustainable development of tourism.

2.3. Benefit Distribution

Reasonable distribution of benefits among people is an important yardstick for sustainable development. Rural tourism is mostly a government-led or enterprise-led development model. Rural residents are in the position of vulnerable groups. Most villagers participate in tourism at a relatively low level, resulting in the marginalization of village and villagers' participation. In addition, the phenomenon of "tourist enclaves" in tourism development also leads to the unfair distribution of tourism between local residents and foreign investors. Due to the uneven distribution of benefits, the contradiction between local residents, local governments, enterprises, tourists and other stakeholders has become increasingly fierce in the development of rural tourism, which has seriously affected the sustainable development of tourism.

3. Social Factors

Tourism can promote the economic development of rural areas, but it may also bring many potential social inequalities. These factors will affect the sustainable development of rural tourism. Therefore, avoiding the negative effects of local society is also the internal demand to ensure the sustainable development of rural tourism.

3.1. Operation and Management

The management of rural tourism is mostly family-style, lacking professional operation and management, with limited management capacity and relatively low management level. In recent years, the situation of multi-head management has become more and more serious, which makes rural scenic spots encounter the problem of not knowing who to listen to. If there is no reasonable pattern in the management system, the management problems will become more and more serious, and the development of rural tourism will not be sustainable.

3.2. Policies and Regulations

As a key area of poverty alleviation through tourism, the development of tourism cannot be separated from the guidance and support of the government. However, when building a reasonable poverty alleviation mechanism, it should be appropriate and should not be completely copied. Rural tourism started relatively late, and the legal provisions in this regard are also relatively lacking, especially the unclear legislation on the property rights of rural tourism resources, which led to the villagers' inability to obtain due benefits from tourists, and seriously weakened the villagers' sense of responsibility [6]. In terms of policy formulation, there are also many imperfections, such as property rights disputes, disordered development, management out of control and other issues. These problems directly threaten the sustainable development of rural tourism. In terms of residents' participation system, because many villages are relatively backward in economic development, there is a general problem of insufficient investment capacity, which largely limits the effective participation of local residents in rural tourism development and experience. It is also because of their low level of participation that foreign investors and local society have an insurmountable conflict on environmental protection, benefit distribution and other issues affecting the sustainable development of tourism.

3.3. Marketing, Service, Talent

Tourism products are exploitative resources that can bring benefits to tourists. There are many

problems in the marketing of rural tourism products, which are mainly reflected in the lack of awareness of developing rural marketing, the lack of marketing concepts of big tourism and big market, the weak competitiveness of the products produced, the low price, the single sales channel, and the lack of forming its own brand. The weak awareness of tourism service is also the fatal weakness of rural tourism. Some regions often cheat tourists and bargain with tourists, which seriously inhibits the shopping demand of tourists. This is also closely related to the quality of local tourism service personnel. Due to the relatively large regional income gap, remote rural areas cannot retain tourism talents with high academic qualifications. This outflow of talents also leads to the failure to improve the service level, making rural tourism fall into a vicious circle.

4. Cultural Factors

Culture is the lasting driving force and soul of tourism development. No matter what kind of tourism project, it should be supported by cultural connotation. As the soul of rural tourism, rural culture has the characteristics of being untransferable, unrepeatably, unique and diverse. It is inevitable that national culture changes with the development of society. However, tourism development is an important inducement to accelerate its development and change. In the process of developing tourism in rural areas, people do not understand the importance of culture in tourism activities, and even sacrifice culture for economic benefits. There have been cultural assimilation, cultural vulgarization, commercialization and other destructive phenomena, and even triggered some fierce ethnic conflicts. Therefore, strengthening the inheritance and protection of rural culture is an important topic for the sustainable development of rural tourism.

In the process of transforming rural cultural resources into tourism products, in order to adapt to the development of society, the developers did not effectively protect the local national culture, making these cultures vicissitudes. With the development of tourism and the continuous development of modern civilization, the information and lifestyle of the outside world make the originally closed shanzhai through the media and dilute the national culture of hundreds of years. Many rural areas in remote areas are no longer in a closed state and are increasingly affected by the outside world. With the increasing convenience of transportation, the inflow of many foreign people and the introduction of foreign cultures, the cultures of various ethnic groups also infiltrate and influence each other, and some cultures blend and complement each other, resulting in the gradual dilution and even extinction of some local ethnic cultures. On the other hand, local villagers have more and more opportunities to go out. After being influenced by other cultures in other places, they may have an impact on local culture. For example, they will no longer wear their own national costumes after returning, and the ritual of sacrificial activities on national festivals will gradually fade. Therefore, the problem of rural cultural change is becoming more and more serious due to the large area of personnel flow. In this era of following the trend and following the fashion, young people like to buy all kinds of fashionable, popular, convenient and applicable new clothes, pursue a more comfortable way of life, and leave their national clothing and lifestyle handed down from generation to generation behind, so that the carrier and talent of inheriting rural culture are inadvertently lost. From the perspective of the quality of cultural heritage, rural culture, due to the slow economic development, does not have enough funds to protect culture, which also directly affects the quality of national cultural heritage protection [7].

5. Environmental Factors

Environmental protection is the key to the sustainable development of rural tourism. The exploitation of rural tourism resources and the development of rural tourism must be limited to the acceptable range of the ecological environment system, leaving as much room as possible for the

future [8]. In particular, we must prevent the destruction and depletion of non-renewable resources caused by human beings in the process of development, and we must minimize the negative impact factors on the natural ecological environment.

5.1. Tourism Resources

The sustainable development of rural tourism should be based on the sustainability of resources. Rural tourism cannot be developed in all places, nor can all backward ethnic areas get rid of poverty and become rich by developing tourism, and promote the development of local economy. Instead, we should assess the situation, scientifically analyze and objectively position the role and position of tourism in rural areas. In fact, developers are eager for quick success and instant benefits [9]. In order to achieve short-term benefits, they blindly develop without planning, and irresponsibly destroy village tourism resources. In order to speed up the pace of local villagers' poverty alleviation and prosperity, the government lacks a system for the protection of local tourism resources, and has not made a reasonable allocation of village tourism resources. If the local resources are overused, the normal life of residents will be disturbed, resulting in local residents' dissatisfaction with the development of tourism, which will cause conflicts with foreign tourists and seriously affect the sustainable development of tourism.

5.2. Ecological Environment

Rural areas have a beautiful natural ecological environment, but many developers do not realize the importance of creating a sustainable development of the original tourism environment despite the original culture, natural landscape and possible environmental pollution in the village. In order to develop tourism projects, some villages have been felling in disorder, which has seriously damaged the local ecological environment. What's more, some residents, depending on their status as vulnerable groups, have some irrational ideas and behaviors in the interest struggle and wantonly destroy their homes. The behavior of irresponsible tourists has led to the aggravation of village noise pollution, air pollution, water pollution and other environmental deterioration. This kind of damage can reduce the quality of the environment at the light level, and destroy the balance of the entire ecosystem at the heavy level. The impact on tourism is self-evident [10]. Therefore, only by protecting the rural ecological environment can we ensure the sustainable development of rural tourism.

6. Conclusion

In a word, today's rural tourism is respected, highly developed and well developed, and is an effective way to improve rural economic development. However, in the process of development, we should pay more attention to environmental construction, urban and rural development, seasonal tourism in the life cycle, and do not blindly demand faster speed, which will lead to environmental imbalance, not just profit and loss. Therefore, we should recognize the importance of sustainable development of rural tourism, the lack of unified planning for urban and rural development, comply with laws and policies, actively attract investment and reasonably distribute income, expand advertising influence education, and make equipment with scenery and industrial chain provide the best experience for tourists. Only in this way can we protect the essence of rural areas and realize the sustainable development of rural tourism.

Acknowledgments

The authors would thank for financial support from Innovation and entrepreneurship training program for college students grant of Wuhan Business University (“Innovative Research on the Revitalization of Artistic Empowered Countryside”, Grant No.202211654149).

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