

Research on the Current Situation, Problems and Countermeasures of Community Participation in Rural Tourism: Based on Case Analysis of 8 Villages

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Abstract: Community residents are the key subjects of rural tourism and should be fully integrated into the development of rural tourism. However, the tourism development in rural tourism areas still belongs to top-down government or enterprise behavior, and tourism development is prone to ignoring community participation and being disconnected from community residents. Based on this issue, this article conducts a secondary analysis of existing research cases on community participation in rural tourism by scholars, summarizes the current development status of community participation in rural tourism, analyzes the common issues of community participation in rural tourism, and explores the optimal path for community participation in rural tourism. Research has found that the forms of residents' participation in rural tourism are more diverse, with an increase in participants and a further expansion of the role of new agricultural management entities. However, there are still serious problems of passive participation of residents in rural tourism and low returns from residents' tourism. Based on the existing problems, this article proposes suggestions and countermeasures from aspects such as deepening cooperation methods, optimizing benefit mechanisms, and emphasizing residents' training, intended to provide suggestions for optimizing community participation management in rural tourism areas.

1. Introduction

Community residents play a crucial role in the development of rural tourism. The community settlements they reside in and the community culture they form are important tourism resources that rural tourism areas rely on for survival and development. Community residents are the main operators of rural tourism areas' farmhouses, homestays, and family farms. The service and management people of rural tourism areas are mostly from community residents. The business premises of rural tourism areas are also the settlement places on which community residents rely for their livelihood. "Rural Revitalization Strategic Plan (2018-2022)", marking the entry of rural tourism into a new era. Community residents, as an indispensable part of the development process of rural tourism, are increasingly highlighting their important value. Actively guiding communities to participate in rural tourism management and management activities is of great significance for promoting the

development of rural tourism in China. In this process, community residents can obtain economic and social benefits through participating in tourism management, providing services, and participating in management activities, thereby improving their quality of life, continuously stimulating their enthusiasm for participating in tourism, and achieving high-quality development of rural tourism.

With community participation gradually becoming an important link and support for rural tourism operation and management, more and more scholars are paying attention to the issue of community participation in rural tourism areas. For example, Wang (2023) took kuiandixia in Beijing as a case to analyze the specific representation of the construction of traditional village community residents' identity after rural tourism intervention [1]. Wei (2019) took Jinta County in Gansu Province as an example to conduct in-depth analysis on the way of community participation and satisfaction of community participation in rural tourism areas, and explore the mechanism and countermeasures of community participation in rural tourism development [2]. Peng (2019) conducted a study on the model of community participation in rural tourism in the Wulingshan area of Hunan Province, and summarized it into three types: government led, community scenic area symbiotic, and community led [3]. Deng (2012) conducted an in-depth analysis of the barriers to ethnic community participation in rural tourism in Xishuangbanna tourism destination, and proposed a dynamic model of phased and effective participation for research [4]. Summarizing current research by scholars, it is widely found that, influenced by the traditional development model of scenic spots, tourism development in rural tourism areas still adopts top-down government or enterprise behavior, which neglects community participation and is disconnected from community residents. The status and model of communities in the development of rural tourism still face confusion and problems. Based on this issue, this article conducts a secondary analysis of existing research cases of community participation in rural tourism, summarizes the common issues of community participation in rural tourism, and explores strategies for community participation in rural tourism.

2. Research Case Location and its Characteristics

The data mainly comes from the case analysis of community participation in rural tourism by existing scholars. This article integrates the existing case analysis content of scholars, summarizes the common and different issues of community participation in rural tourism through comparative analysis, and attempts to find solutions to the problem of community participation. This article also enriches scholars' analysis data through online data, news reports, government websites, and other means, in order to conduct more comprehensive data analysis.

3. The Current Characteristics of Community Participation in Rural Tourism

3.1. Community Participation Models are Becoming Increasingly Flexible and Diverse

The community participation model in rural tourism can more effectively reflect the relationship between community residents, government, and enterprises in the development process of rural tourism. Some scholars have summarized the community participation model into "farmer + farmer" model, "company + farmer" model, "government + farmer" model, and "government + company + farmer" model based on the participation situation of local rural tourism communities [5]. Based on case studies by scholars, it was found that community participation models are more flexible and diverse, such as Lanxi Village adopting a stock cooperation system, and Huzhu Xiaozhuang Village adopting a cooperation model of government, tourism enterprises, and farmers (Table 1).

Table 1: Analysis Cases and Characteristics of Community Participation in Rural Tourism Areas

Village name	Location	Community participation model	Resource characteristics	Content Source
Manzu Ethnic village of China	Hunnan District, Shenyang	government+tourism enterprises+farmers	Meteorite Hills, Manzu folk customs, rural scenery in the north	[6]
Jinoshan village	Jinghong City, Xishuangbanna Dai Autonomous Prefecture	government+tourism enterprises+farmers	Jino Culture	[7]
Huzhuxiaozhuang Village	Haidong City, Qinghai Province	tourism enterprises +community Cooperative+residents	Tu folk customs, Chhaang	[8]
Langdemiao Village	Qiandongnan Miao and Dong Autonomous Prefecture	State owned enterprises+ community cooperatives+ villagers	Hangjiao Tower, Lusheng Hall, Fengyu Bridge	[9,10]
Laodong Village	Fenghuang County, Hunan Province	Joint stock cooperation mode	Miao Culture	[3]
Lanxi Village	Yongzhou City, Hunan Province	Joint stock cooperation mode	Goulan Yao Culture	[11]
Hongguang Village	Jinta County, Gansu Province	Cooperatives+Farmers	Agricultural picking and sightseeing tourism	[2]
Shiniu Village	Pingjiang County, Hunan Province	Company+Farmers	Danxia landform, canyon drifting	[12]

3.2. The Role of New Agricultural Management Entities is Becoming Increasingly Prominent

Building a new agricultural management system is an important strategic measure for China to deepen rural reform and accelerate the process of agricultural modernization. Farmers' professional cooperatives, family farms, professional large households, and leading enterprises in agricultural industrialization are increasingly becoming the backbone of rural industrial development. In the development of rural tourism industry, the position of new agricultural operators cannot be ignored. More and more rural areas are adopting the "cooperative+" community participation method, such as Langdemiao Village, Huzhu Xiaozhuang Village, Hongguang Village, etc. (Table 1), which more effectively represents the rights and interests of community residents and participates in the development and management of rural tourism.

3.3. Community Residents Gradually Participate in Rural Tourism Development Activities

As the main body of rural tourism operation and management, community residents play an important role in the development of rural tourism. In recent years, the ideological awareness, willingness to participate, and participation skills of community residents have been increasingly enhanced, such as the Jino Mountain Village, where there are over 400 residents and over 70-80 people who participate in rural tourism year-round. Goulan Yaozhai established a Tourism

Development Co., Ltd. in 2015, and villagers invested in land and ancient houses to receive dividends from the development of the tourism company. Among the 215 surveyed villagers in Hongguang Village, 55 were engaged in tourism activities (Table 1).

4. Core Issues Related to Community Participation in Rural Tourism

4.1. The Phenomenon of Passive Participation of Community Residents in Rural Tourism is Very Common

Through an analysis of the participation of villagers in 8 rural tourism areas, it was found that although villagers participate in rural tourism development affairs, most of them are passive participants, mainly engaged in service-oriented work, and cannot play a key role in major tourism development decisions. For example, in Manchu Ethnic villages of China, tourism investment enterprises play a decisive role in rural planning, development, design and talent introduction, and villagers are just the executors. The villagers of Laodong Village mainly sell Miao handicrafts or local specialties, sell family stalls, perform during holidays, and serve as health workers, with tourism power concentrated in the village committee.

4.2. Limited Benefits for Community Residents in the Operation and Development of Rural Tourism

Due to the lower salaries of community residents participating in positions or participating in tourism activities through resource investment, the returns are lower, greatly reducing residents' enthusiasm for participation. Villagers in Jino Mountain Village are generally company actors and security guards, and the income of residents is far less than that of the company. Some villagers in Laodong Village participate in tourism management, and their income sources are not stable. Resource shares are included in stock financing, but some villagers have not received year-end dividends during this period, and their income has not significantly increased.

5. Development Strategies for Community Participation in Rural Tourism

5.1. Deepening Community Participation and Cooperation Methods

With the continuous development of rural tourism and the deepening participation of community residents, the community participation model of rural tourism should be more perfect, coordinating the interests of all stakeholders in rural communities, protecting the collective interests of community residents, and adopting a good situation of government guidance, association guidance, company operation, and community committees to drive the active participation of community residents.

5.2. Optimize the System of Community Participation and Benefit Distribution

In the process of community residents participating in rural tourism development, further optimization of the community participation benefit distribution system is needed. Currently, in joint-stock cooperation, the community obtains dividends in the form of village collective resources, and the profits distributed to community residents are very small, significantly reducing the enthusiasm of community residents to participate in rural tourism. The community benefit distribution system should fully consider the legitimate rights and interests of community residents and optimize the benefit distribution system.

5.3. Enhancing the Skills of Villagers in Tourism Services

Through the analysis of 8 village cases, it was found that due to the influence of villagers' education level and professional skills, the level of villagers' participation in rural tourism is lower and the benefits are lower. Rural tourism areas should strengthen policy training, ideological training, and professional skills training for villagers to reintegrate them into the development of rural tourism.

5.4. Play the Role of New Agricultural Management Entities

The management department of rural tourism should give full play to the important role of family alliances, cooperatives, professional large households, etc. in driving villagers to participate in rural tourism, such as representing the collective interests of villagers to play a decision-making role and cooperating with foreign investment enterprises; and also guiding villagers to innovate and start businesses, enhancing their skills, and other methods to enhance the level of villagers' participation.

6. Conclusion

This article conducts an in-depth analysis of the current situation of community participation in rural tourism in 8 villages and finds that community participation in rural tourism areas has become inevitable. More and more community residents are participating in the development and management of rural tourism, and the specific organizational forms of community participation in rural tourism development are becoming more diverse. However, there are still important issues that will further limit community residents' deep participation in rural tourism activities, Community residents are currently passive participants in rural tourism, restricted by professional knowledge, community power and other factors, their enthusiasm for participating in rural tourism is not high; Community residents have very limited benefits in the development of rural tourism industry, with only a small number of residents participating in rural tourism business activities or service activities receiving partial labor wages. However, the majority of residents obtain benefits through collective resource equity, and the benefits shared equally among community residents are relatively small. Given this reason, it is recommended to strengthen the role of new agricultural business entities, optimize the profit distribution mechanism, strengthen residents' innovation and entrepreneurship training, optimize community participation and organizational forms, and provide effective guarantees for effectively promoting the high-quality development of rural tourism and promoting rural revitalization strategies.

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