

# Research on the Development Problems and Countermeasures of Shaanxi Rural Tourism Industry Based on Swot Analysis

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**Keywords:** Rural Tourism, Shaanxi, Constraints, Development

**Abstract:** rural tourism, as a new industry combining agriculture and tourism, has received increasing attention from the whole society. However, there are still some deficiencies in the development of Shaanxi rural tourism industry. Shaanxi's rural tourism industry has a good development foundation, but the development constraints cannot be ignored. With the rapid economic development, rural tourism has been developing rapidly. The development of rural tourism in Shaanxi province has inherent advantages in resources and location, as well as acquired economic, transportation, and policy advantages. The current development trend is rapid. Under the general trend of the new normal, we should seize opportunities and explore new paths for transformation and development based on the development rules and characteristics of rural tourism industry, combined with the actual resources and advantages of Shaanxi. Based on the swot analysis method, this article analyzes the development of rural tourism in some areas of china, and combines the actual situation of rural areas in Shaanxi to try to explore the future direction of rural tourism development in Shaanxi province.

## 1. Introduction

The whole people are keen on the coming of the tourism era, which makes tourism gradually become a lifestyle and economic and social activities. And the rural tourism with the themes of eco-tourism, experience tourism, folk tourism and so on is getting more and more favor from our people. Shaanxi province has accumulated a profound cultural heritage in the development of china's long history. Rural areas are rich in historical and cultural content. In addition, the unique and diverse natural resources in rural areas have local characteristics and attraction [1]. In the information age, mobile internet and big data are profoundly changing people's lifestyle and the operation mode of tourism. Rural tourist attractions in Shaanxi province are fragmented, and it is difficult to organize forces to effectively use the internet for all marketing methods [2]. Shaanxi's rural tourism industry has a good development foundation, but the development constraints cannot be ignored. With the rapid economic development, rural tourism has been developing rapidly. In the process of exploring the development of rural tourism, it not only improves and enhances the local economy, but also has different degrees and levels of guidance for the development of rural tourism in a region [3]. It is necessary to combine its own development advantages and resources under the new normal trend, adapt to the new normal, seize opportunities, and explore a new path for the transformation and development of rural tourism industry in Shaanxi [4].

Rural tourism is one of the main forms of tourism development in china. China's rural tourism started later than abroad, but the overall development momentum is rapid. Rural tourism is based on a vast rural environment as a tourism platform, relying on the relatively relaxed production and living forms, natural resources and environment, farming culture, and folk customs of rural areas compared to cities [5]. In the fierce market competition, the overall output value growth rate is not optimistic. The big integration of online and offline, big data management methods, internet marketing models and personalized service methods have ushered in a new wave of smart construction for the tourism industry [6]. The development of rural tourism in Shaanxi province has inherent advantages in resources and location, as well as acquired economic, transportation, and policy advantages. The current development trend is rapid [7]. Tourism involves many fields such as drinking, accommodation, entertainment, shopping, etc. Shaanxi, with its scale economy

advantages of more mature tourism industry, will develop rural tourism, which will bring new economic growth points [8]. In the development of rural tourism, there are still obvious problems and various contradictions. Based on the swot analysis method, this article analyzes the development of rural tourism in some areas of china, and combines the actual situation of rural areas in Shaanxi to try to explore the future direction of rural tourism development in Shaanxi province.

## **2. Problems Existing in Rural Tourism Development**

### **2.1 Serious Homogenization**

China is a vast country with various regional cultures within the scope of millions of square kilometers. With the strong support of the government, planning projects for an average of 2-5 ancient tourist towns in each county of Shaanxi province are in full swing in Shaanxi. As soon as culture takes place, it has distinct regional characteristics, making the cultures of different regions different from each other. As a tourist cultural resource, rural landscape is not only extremely scarce, but also very fragile. In the era of mass tourism, rural tourism has gained absolute advantages in development and competition, but it has also fallen into a homogenization pattern [9]. Tourism lifestyle is increasingly respected by residents, and the public's love for rural tourism is also showing a new normal. In the development of tourism, the protection of residential buildings, the maintenance of natural ecology and historical and cultural atmosphere must be put in the first place. Under certain environmental conditions, the culture will react on the original environment, make it change, create a new environment, and further differentiate the culture. The popularity of self-help tourism has increased significantly. At the same time, the routes, projects and categories of rural tourism also reflect diversification and personalization. The most important thing in the development of rural tourism is to reflect the characteristics of local villages, but the development and construction of many ancient towns and ancient streets have fallen into the homogeneous competition without characteristics and distinctive brands.

### **2.2 Excessive Commercialization**

Rural culture is the most distinctive brand image in the development of rural tourism, but under the strong trend of commercial operation, the inheritance and protection of original ecological rural culture are challenged. All over the country, a number of rural landscapes with regional and national characteristics are preserved, thus protecting the cultural diversity of Chinese villages. Rural landscape tourism development is different from general rural tourism [10]. We should not only pay attention to the protection of ancient buildings and the maintenance of natural and human environment in the development, but also create tourism cultural brands through cultural creativity. The protection of rural landscape is not only a question of architecture and architectural style [11]. Even if it is the same folk custom, it shows different landscapes in different regions, which is especially obvious in festival folk customs. Local governments can introduce preferential policies in the development of rural landscape tourism, attract powerful tourism development enterprises to participate in the development of rural landscape tourism, and take the form of collective cooperation with villages. In order to make sustainable development of rural tourism, operators should rely on cultural heritage to build a complete tourism industry chain and break through the bottleneck of ticket economy. Under the new normal, the rural tourism industry will integrate online and offline resources and activities and make full use of big data analysis tools to provide more intelligent rural tourism for the public.

Tourism resources have different categories and their classification criteria are also different. Objective phenomena are all in constant development and change, and the laws governing the development and change of phenomena. We should not only understand the internal structure and interrelation, but also study the process of evolution over time. No resource can function independently as a factor of production. Only when natural resources are combined with social resources can they be transformed into productive forces with use value and value. Figure 1 shows

the contribution of different resources at different stages of rural development.

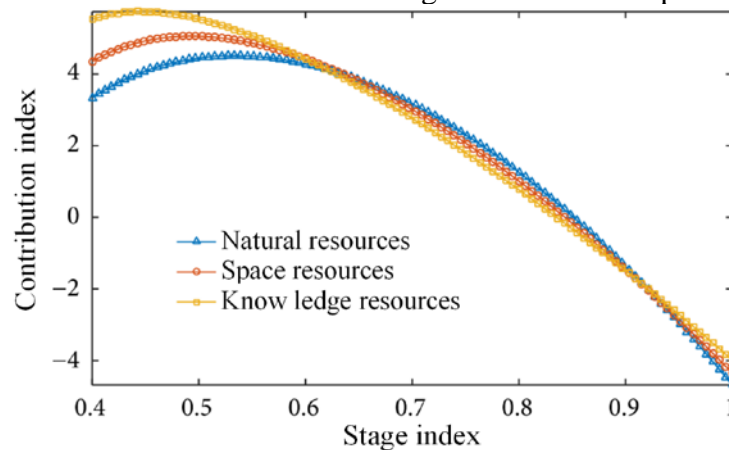


Fig.1 The Contribution of Different Resources in the Development Stage of the Tourism Economy

### 3. Countermeasures for Sustainable Development of Rural Tourism in Shaanxi Province

In order to understand the tourism landscape of rural landscape, the factors of space and time must also be taken into account to enlarge the field of vision. The architectural style and folk customs of the rural landscape not only embody the traditional cultural details, but also have the regional cultural style. The planning and layout of rural landscape has a long history. Every rural landscape has its own ecological philosophy. Its unified principle is how to harmonize with the natural environment. Rural tourism enterprises should change their management methods and concepts, improve their intelligent management level, and regularly train rural tourism professionals [12]. At the same time, make full use of the smart tourism platform, publicize the local rural tourism products, carry out multimedia interaction with tourists, attract the attention of tourists, and jointly promote the smart development of rural tourism services. In the context of diversified tourist demand and fierce competition in tourist destinations, rural tourism needs to be supported by strong culture and diversified products in addition to food and snacks to stand out. The form and connotation of tourism landscape also change with the region.

The form and connotation of tourism landscape also change with the region. Ancient villages can also share tourism resources to share the benefits of tourism development while resettling villagers for employment. Reasonable planning is the foundation of rural construction and plays an extremely important role in rural construction. Sustainable development is based on natural assets and coordinated with environmental carrying capacity. Any scientific research method is not exclusive, but universal. As shown in Figure 2, the general law of rural development is shown.

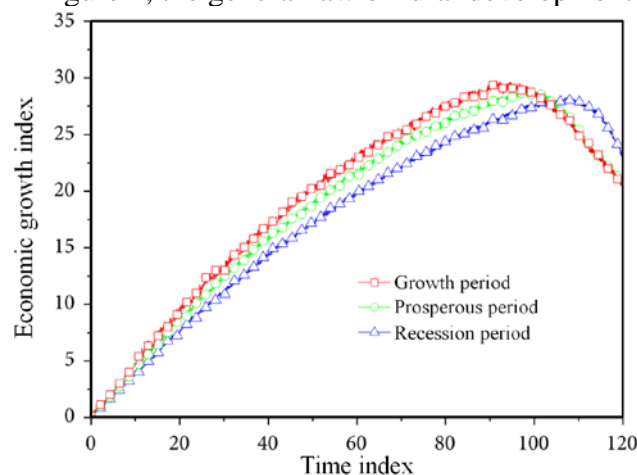


Fig.2 General Laws of Rural Development

The rural landscape can also become a shareholder of tourism resources, sharing the benefits of

tourism development while placing villagers in employment. In the tourism era of “internet plus”, with the explosive growth of mobile smart phones, more and more tourists collect tourism information and make reservations and payments through online platforms, and tourism methods are becoming more and more intelligent. Reasonable planning is the foundation of rural construction and plays a crucial role in rural construction. Sustainable development is based on natural assets and coordinated with environmental carrying capacity. Any scientific research method is not exclusive but universal [13]. Under the influence of various factors such as internal and external of rural landscape, the tourist landscape has been continuously changing with time since its formation. To increase the attractiveness of rural landscape tourism, we must fully tap its cultural resources and firmly establish brand awareness. Due to lack of talents and insufficient knowledge of new media applications, the promotion and marketing of rural tourism in Shaanxi Province has become a shortcoming that restricts its development. In the current rapid development of villages, it is particularly important to pay attention to the continuity of rural landscape tourism landscapes. Inheritance and promotion of historical and cultural traditions are essential requirements for rural landscape tourism landscape design.

#### **4. Conclusion**

The great development of Shaanxi's rural tourism industry must rely on a strong professional talent base as a support. The key to the sustainable development of tourism is tourism safety, which is a very important factor affecting the reputation and image of Li Quan tourism. From an environmental point of view, it is high-quality products that can allow it to be produced stably and persistently. Shaanxi's rural tourism industry needs to pay attention to the cultivation of talents. It can adopt internal cultivation and external introduction to allocate high-level rural tourism talents to important departments in various regions. Therefore, Shaanxi rural tourism industry should formulate talent introduction plan and mechanism, and strengthen the cultivation and training of management talents. The employees of rural tourism should pay attention to the deep excavation of the characteristics of rural tourism according to the needs of tourists. We should establish a sound safety management network in the tourism industry, set up full-time safety management personnel in tourism enterprises, formulate preventive measures and plans for tourism safety, and regularly carry out emergency drills, check and maintain the implementation of safety. I hope that through the rational thinking of the development of rural tourism in Shaanxi, from the perspective of rural culture, we can find an effective way and feasible method to fully show the development of rural cultural tourism in this area.

#### **Acknowledgment**

The Special Scientific Research Project of Education Department of Shaanxi Provincial Government: A study on the multi-cultural system of Shaanxi rural tourism industry development (18JK1071).

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