

Research on the Interactive Development of New Rural Construction and Rural Tourism

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Abstract: The interactive development of new rural construction and rural tourism is of great practical significance for the northern Shaanxi villages with rich folk cultural resources but lagging economic development. Using the questionnaire survey method and the analytic hierarchy process, the interactive relationship between the new rural construction and rural tourism development in Chiniu Village of Jia County was analyzed, and the coordination degree between the two was measured. The results show that the new rural construction and rural tourism development in Chiniutang are in a “low coordination” state, in which the economic, cultural and social indicators are low coordination, and the environmental indicators are moderately coordinated. Based on this, the paper puts forward suggestions on promoting coordinated development from three aspects: folk culture excavation, cultural self-confidence enhancement and industrial chain expansion.

1. Introduction

Under the background of today's socialist construction, there is a historical coupling between rural tourism and new rural construction. They are inevitably linked in tasks, objectives, development directions and development measures. Zhang Chunxiang (2010) believes that rural tourism is an effective way to promote the construction of new countryside, and the construction of new countryside can also promote the faster and better development of rural tourism [1]. On the basis of qualitative research, scholars began to try to quantitatively study the relationship between new rural construction and rural tourism development. Gao Wenxiang and Guo Jianying (2010) used entropy method to analyze the mutual contribution between new rural construction and rural tourism in Meiwan Village, Danling County, Sichuan [2]. Lu Hong (2012) constructed an evaluation index of “coordination degree” between new rural construction and rural tourism development [3]. Rural tourism has a strong practical significance for solving the problem of “agriculture, rural areas and farmers” in the rural areas of northern Shaanxi with rich folk culture resources. However, the current empirical research on the construction of new rural areas and rural tourism in northern Shaanxi is rare.

Chiniu Village is located on the bank of the Yellow River, 40 kilometers south of Jiaxian City, Yulin City. It is surrounded by turtle hills and jujube forests. The old village of Ming and Qing Dynasties is quaint and heavy. The new village green trees are hidden, step by step into the scene. There are 282 households with 1,008 people in the village, 2,100 mu of jujube forest, and 2.1 mu of jujube forest land per capita [4]. Relying on thousands of acres of jujube forest landscape, the ancient cave dwelling community in the Ming and Qing Dynasties, the 5000 square meters folk museum and diverse folk activities, and other rich rural tourism resources. In 2016, Chiniu Village successfully established a 3A-level tourist scenic spot and became a model village of China's “Beautiful Village” and a model village for rural tourism in China. In the first half of 2016, Chiniubao Village received 40,000 tourists, and its comprehensive tourism income exceeded 400,000 yuan. It has become a successful model of new rural construction and rural tourism development in northern Shaanxi [4]. Based on this, this study takes Chiniubao village as a case study to analyze the interaction between new rural construction and rural tourism development. In order to find the weak links in the interactive development between the new rural construction and rural tourism, to define the direction of efforts, and to explore the path of coordinated development between the new rural construction and rural tourism in northern Shaanxi.

2. The Promotion of New Rural Construction to Rural Tourism Development in Chiniutang

2.1 Development of Production Drives Rural Tourism in Chiniubian Village.

The scale development of Chiniubeng village's production has formed a tourist landscape with “ornamental” value, attracted a large number of tourists, and promoted the development of rural tourism. Under the new rural construction of “one village, one industry, one village and one product”, Chiniu Neo Village has made great efforts to develop jujube planting by utilizing its unique natural conditions. At present, the area of jujube forest has reached more than 2100 mu, of which “Shili Jujube Grand View Garden” has become one of the twelve rural tourist attractions in Chiniubao Village. In order to better preserve the red dates, the local villagers invented the jujube cake and became a unique local farmer's snack and tourist shopping. In addition, the annual festival of “Thousands of Jujube Cakes” will be held in the annual Spring Festival of Red Bull Village, which will make Chinese and foreign tourists enjoy their memories. The development of characteristic agriculture has formed a unique tourist landscape, which has promoted the development of rural tourism in the village of Red Cattle.

2.2 Ample living makes it possible to modernize hotel services.

The village of Chi Niang is a village with strong loess, and it has a simple and heavy new village dwelling in the Ming and Qing Dynasties. The abundance of life has enabled farmers to broaden their horizons and change their concepts. They have allocated TV, telephone, refrigerator, computer, solar water heater, network and other modern service facilities to their idle caves and managed cave dwellings and lodgings. At present, more than 30 residential caves with modern service facilities have been formed in Chiniubao village.

2.3 Clean and tidy villages enhance the tourism ecological environment of Chiniubao Village.

Clean and tidy villages create a beautiful environment for rural tourism, enhance the reputation of scenic spots, and increase the attractiveness of scenic spots. During the construction of the new countryside in Chiniubeng village, a total investment of 7.95 million yuan was made. The construction of landfill was completed, and more than 60 latrines for biogas digesters were built. At the same time, the village has also completed the construction of flood discharge roads, water supply projects, public toilet lighting projects, household roads and hardening of the mountain roads in the village. The implementation of the rural five-chemical project focusing on hardening, greening, lighting, beautification and purification has provided a good rural tourism environment for the Red Bull Village and guaranteed the tourism image of the “beautiful village”.

2.4 The folk culture of the township enhances the cultural connotation of tourism products in the village of Red Cattle.

In the process of building a new countryside, the villagers of Chiniubian actively responded to the call of their superiors, and actively propagated the knowledge of spiritual civilization in the villages by issuing books of rural culture, placing slogans in the villages, and establishing appropriate rewards and punishments system, so as to promote the construction of rural culture. In addition, the villagers of Chiniubeng village also carry out various forms of mass cultural activities, so that the unique traditional culture can be inherited. The series of folk activities, the first annual cultural and artistic festival of the Yellow River Valley in Jiaxian County, the celebration of the New Year in Northern Shaanxi and the first “flour swallow” in Northern Shaanxi have made the excellent traditional culture of the village and even northern Shaanxi attach importance to and develop. It has greatly enriched the cultural tourism products of the village of Chi Niang. At present, the folk culture, folk art and traditional folk customs of the Red Bull Village have become an important part of the rural tourism products, and the overall level of tourism products of the Red Bull Village has been upgraded. During the process of building a civilized civilization, the spiritual civilization of the villagers has been subtly elevated. The villagers' simple and pure, unconstrained rate of true personality and enthusiasm for hospitality have greatly enhanced the rural civilization of Chi Niang Village, attracting a large number of tourists.

2.5 Democratic management has promoted the sustainable development of rural tourism in the village of Red Bull.

Under the leadership of the party and the government, the village of Chi Niang actively promoted the building of democracy and the legal system, actively played the leading role of the rural villagers committee and the party branch, and jointly played the role of management organization. Through democratic management, the villagers of Chi Niu Village actively participated in the development of rural industries. By 2016, six large-scale jujube processing enterprises, eight large-scale aquaculture enterprises and one folk culture tourism company had been established in Chiniubi village. In the development of the three major industries, the participation of the masses was high, and the per capita monthly income increased by 3500 yuan [4]. In the development of cultural tourism industry, the villagers of Chiniubian village actively fulfill the rights of participation, voting and supervision, while striving for their own interests. It contributes to the development of rural tourism, plays an extremely important role in the development of rural tourism, and promotes the sustainable development of rural tourism.

3. The Promoting Role of Rural Tourism Development in Chiniubian Village in the Construction of New Rural Areas

3.1 The development of rural tourism promotes the upgrading of industrial structure in Chiniubian Village.

For a long time, the industrial structure of Chiniubeng village has been single, the jujube is outstanding, and the production efficiency is low. It is far from meeting the needs of people's production and life, so it is imperative to adjust the industrial structure. The development of rural tourism, first of all, has increased the added value of the original agricultural products. In order to meet the needs of tourists, the villagers of Red Cattle have extended the industrial chain in the original jujube planting industry, and developed and constructed projects such as jujube grand view garden, jujube cake manufacturing base and grain painting production. While bringing a rural experience to tourists, it also has certain economic benefits. In addition, the development of rural tourism has driven the development of catering, transportation, accommodation, entertainment and traditional handicrafts, and promoted the transformation of the village from the small peasant economy to the commodity economy.

3.2 The development of rural tourism promotes the wealth of the villagers in the village of Chi Niu.

During the development of rural tourism in the village of Red Bull, the villagers actively participated and directly benefited. The local villagers use the family as a unit to manage farmhouse music, sell jujube cakes, and grain paintings to generate income. As of 2016, the per capita annual income of farmers who are directly engaged in tourism reception in Chi Niu Village has reached about 40,000 yuan. At the same time, the tourism industry is a labor-intensive service industry. The development of rural tourism in the village of Red Cattle provides a large number of employment opportunities for the village. The villagers can also directly earn employment income by engaging in tourism services. Some economically powerful villagers get dividends by directly investing in tourism projects. In the survey of villagers' perception of the relationship between tourism development and income growth, 79% of the villagers think that rural tourism development has increased their economic income.

3.3 Rural tourism infrastructure construction guarantees the neatness and tidiness of Chiniubao Village.

Rural tourism is a kind of tourism activity that makes people return to nature, relax their mood and release their pressure. Clean countryside and beautiful environment are the basic conditions of beautiful countryside. In the development of rural tourism, a large number of new tourism infrastructure have been built in Chiniubao village, which has improved the appearance of the

whole village. In the past, the poultry in Chiniubang village ran all over the ground, everywhere was dung, which was neither hygienic nor beautiful. For the sake of safety and beauty, the 17-inch solar street light installed in the village of Chi Niang Village has given the village an infinite brilliance. With the increase in the number of tourists, the company has increased its investment in infrastructure to promote the development of tourism and ecological environment. A large parking lot of 5,000 square meters has been built in the village of Chi Niang, which solves the problem of parking difficulties and parking chaos caused by the increase in tourists. The tourist reception point has increased the number of garbage bins, and the uniform design style with the atmosphere of the attraction has improved the sanitary conditions of the country trails.

3.4 The interaction between residents and tourists culture promotes the wind civilization of the village of Red Cattle.

The development of rural tourism has brought a large number of foreign tourists, but also brought information, culture and lifestyle in the outside world. In the process of dealing with tourists, the villagers of Chi Niu Village will be affected by tourists in terms of food, clothing, housing and transportation. The civilized atmosphere will also infect the villagers. At the same time, the full interaction between residents and tourists during the various folk activities in Chiniubao Village also strengthens the villagers' cultural self-confidence and promotes the villagers' understanding of the external culture. The construction of rural culture has gradually been integrated into tourism activities, and the rural culture has also been promoted in the development of tourism.

3.5 Villagers' participation in tourism management promotes the democratic management of Chiniubao Village.

The development of rural tourism has promoted the popularity of Chiniubian village, increased the pride of residents, and also enhanced the awareness of residents' participation in management. The villagers' Committee of Chiniubao Village holds regular villagers' meetings to make the village tourism development projects and other large and small affairs public, so that villagers can participate in discussions, seek common development and supervise implementation. In the process of rural tourism development, the villagers have become important participants, builders and beneficiaries, greatly enhancing the democratic management of the village.

4. Analysis on the Coordination Degree between the Construction of New Countryside and the Development of Rural Tourism in Chi Niu Village

4.1 Coordination index system construction.

In the new rural construction, "production development, affluent life, clean villages, rural civilization and management democracy" have greatly promoted the development of rural tourism in the village of Red Bull, and the development of rural tourism has further promoted the construction of new rural areas. However, simple qualitative analysis is difficult to clarify the degree of coordinated development of new rural construction and rural tourism. Therefore, it is difficult to propose targeted improvement measures to further promote the interactive development of the two. Based on this, this paper draws on Lu Hong's "Coordination Degree" index system of rural tourism and new rural construction constructed in the article "Empirical Analysis of Coordination Degree" of Rural Tourism and New Rural Construction (Table 1). This paper evaluates the new rural construction and rural tourism development in Chiniutang rural area, and clarifies the coordinated development degree of the two.

Table 1 Index system for evaluating coordination degree between new rural construction and rural tourism development

First level index (C)	Two level index (F _i)	Three level index (F _{ij})
Coordination between New Rural Construction and Rural Tourism Development	Economic coordination degree(F ₁) Weight: 0.20	Agricultural infrastructure (F ₁₁), 0.30
		Tourism Public Facilities (F ₁₂), 0.20
		Family Tourism Reception Facilities (F ₁₃), 0.13
		Total family income (F ₁₄), 0.16
		Family Tourism Income (F ₁₅), 0.21
	Social coordination(F ₂) Weight: 0.28	Rural Public Order (F ₂₁), 0.24
		Villagers' Attitudes towards Tourists (F ₂₂), 0.25
		Villagers' Attitude to Protecting Local Culture (F ₂₃), 0.30
		The Impact of Tourist's Bad Behavior on Local Villagers (F ₂₄), 0.22
	Cultural coordination(F ₃) Weight: 0.26	Folklore of Rural Architecture (F ₃₁),0.32
		The Authenticity of Folk Art Performance (F ₃₂), 0.21
		Primitiveness of Folk Customs in Residents' Life Forms (F ₃₃), 0.47
	Environmental coordination degree(F ₄) Weight: 0.26	The Impact of Tourists on Environment and Crowding Degree (F ₄₁), 0.24
		Waste Storage and Treatment Facilities (F ₄₂), 0.22
		Rural sanitation (F ₄₃), 0.32
		Coordination between Tourism Facilities and Local Folklore and Cultural Background (F ₄₄),0.22

4.2 Computation of Coordination Degree.

Step 1: Determine the value of three-level indicators

The values of the three-level indicators were obtained through questionnaires. The questionnaire was distributed to villagers in Chiniubian village. A total of 200 questionnaires were sent out. 178 questionnaires were recovered and 156 valid questionnaires were valid. The valid rate of the questionnaire was 78%. Statistical analysis of 156 valid questionnaires shows that the mean F_{ij} represents the centralized trend of the original data and uses it to represent the corresponding three-level indicators.

$$F_i = \sum_{j=1}^n f_{ij} / n \quad (1)$$

Among them, F_{ij} is the value of the three-level index coordination degree, n is the number of survey samples, and $(f_{ij})_t$ is the t sample index value corresponding to F_{ij} .

Step 2: Calculate the secondary indicator

The value of the secondary indicator F_i , that is, the economic, social, cultural, and environmental coordination degrees F_1 , F_2 , F_3 , and F_4 , is calculated as follows:

$$F_i = \sum_{j=1}^n F_{ij} W_{ij} \quad (2)$$

Among them, F_i is the value of the second-level indicator, F_{ij} is the value of the third-level indicator, and W_{ij} is the weight of the corresponding three-level indicator.

The third step: calculating the degree of coordination

The formula for calculating the coordination degree between new rural construction and rural tourism development is as follows:

$$C = \sum_{i=1}^4 F_i W_i \quad (3)$$

Among them, C is the coordination degree between new rural construction and rural tourism development, F_i is the value of the secondary indicator, and W_i is the corresponding secondary indicator weight.

4.3 Evaluation criteria of coordination degree.

Since the value of coordination degree in this study is between 1 and 9, corresponding adjustments have been made to the value of eight levels of coordination in Luhongwen, as shown in Table 2.

Table 2 Evaluation criteria for coordination degree

Value of Coordination Degree	1-1.99	2-2.99	3-3.99	4-4.99	5-5.99	6-6.99	7-7.99	8-9
Coordination grade	Extreme maladjustment	Height imbalance	Moderate maladjustment	Low degree of imbalance	Low degree coordination	Moderate coordination	Highly coordinated	Extreme coordination

5. Evaluation of Coordination Degree

5.1 Analysis of Economic Coordination Degree.

The economic coordination degree data of the new rural construction and rural tourism development in Chiniu Village is shown in Table 3. The mean value F_{ij} represents the coordination degree of the three-level index. The standard deviation S_{ij} reflects the degree of dispersion of the original data. The higher the degree. From the average of the indicators, F_{11} , F_{12} and F_{13} are in a low degree of coordination, while the total household income and family tourism income are in a low degree of imbalance. The data of three-level indicators of economic coordination degree show that the tourism income of villagers' families is not ideal, and its proportion in the total income of families is not high. The investment of infrastructure and tourism infrastructure in new rural construction has shown a low degree of coordinated development. From the standard deviation of indicators, the standard deviation of F_{14} and F_{15} indicators is high, which indicates that villagers have different opinions on these two indicators, and there are some deviations in the view of family tourism income.

Table 3 Economic Coordination Degree of Chiniubao Village

Two level index F_1	Three level index f_{ij}	Mean value F_{ij}	Standard deviation (S_{ij})
Economic coordination degree	Agricultural infrastructure (F_{11})	5.49	1.87
	Tourism Public Facilities (F_{12})	5.36	1.99
	Family Tourism Reception Facilities (F_{13})	5.82	1.79
	Total family income (F_{14})	4.82	2.19
	Family Tourism Income (F_{15})	4.33	2.51

5.2 Analysis of Social Coordination Index.

The social coordination degree data of the new rural construction and rural tourism development in the Red Bull Village is shown in Table 4. From the average value of the indicators, the F_{23} index has the highest degree of coordination, reaching moderate coordination, indicating that the development of rural tourism with the theme of “folk culture” in Chiniu Village has improved the cultural self-confidence of the villagers and strengthened the construction of the new countryside. The awareness of the protection of traditional culture. According to the standard deviation of the index, the standard deviation of F_{22} index is the smallest, which reflects that villagers' attitudes towards tourists are relatively consistent. According to the author's experience, most villagers

support tourists to come to travel very much, and treat tourists more enthusiastically.

Table 4 Social coordination degree of Chiniubao Village

Two level index F_2	Three level index F_{ij}	Mean value F_{ij}	Standard deviation S_{ij}
Social coordination	Rural Public Order (F_{21})	5.28	1.89
	Villagers' Attitudes towards Tourists (F_{22})	5.15	1.72
	Villagers' Attitudes to Protecting Local and Traditional Cultures (F_{23})	6.23	2.03
	The Impact of Tourists' Bad Behavior and Thoughts on Local Villagers (F_{24})	5.85	2.01

5.3 An Analysis of the Indicators of Cultural Coordination.

The data of cultural coordination degree between the construction of new countryside and the development of rural tourism in Chiniubian are shown in Table 5. From the average of the indicators, the primitiveness of folk art performance is in moderate coordination. According to the author's local research experience, this is more in line with, because most of the folk art performances in Chiniubao village are inherited by local parents, almost no fading. On the one hand, with the development of rural tourism and the construction of new countryside, the primitiveness of residents' life forms is in a low coordination state. It brings about the increase of residents' income and the prosperity of their lives. The residents are more pursuing to make their lives more comfortable and modern with modern electrical appliances and equipment. On the other hand, the arrival of tourists will inevitably come to new habits of life, ideology, etc. In the process of interaction with tourists, residents are assimilated, folk culture is impacted, and the primitiveness of folklore is gradually lost. Judging from the standard deviation of the indicators, the standard deviation values of F_{31} and F_{32} are small, indicating that the villagers have a relatively consistent understanding of the village buildings and artistic performances in the village, and maintain the original folklore and originality.

Table 5 Cultural coordination degree of Chi Niu Village

Two level index F_3	Three level index F_{ij}	Mean value F_{ij}	Standard deviation S_{ij}
Cultural coordination	Folklore of Rural Architecture (F_{31})	5.74	1.43
	The Authenticity of Folk Art Performance (F_{32})	6.21	1.33
	Primitiveness of Folk Customs in Residents' Life Forms (F_{33})	5.64	1.62

5.4 Analysis of Environmental Coordination Index.

The environmental coordination degree data of the new rural construction and rural tourism development in Chiniu Village is shown in Table 6. From the mean of the indicators, F_{42} scored the highest and was in a moderately coordinated state. It shows that there is a good coordinated development between the centralized treatment of garbage in the construction of new countryside in Chiniu Village and the rational allocation of garbage cans in the development of rural tourism. Together, they have created a clean rural environment in the village. From the standpoint of standard deviation, the standard deviation of F_{41} index is the largest, which reflects that villagers have different opinions on this index. This is related to how much information residents themselves know about this problem, and also to villagers' tolerance of this problem.

Table 6 Environmental coordination degree of Chiniubian Village

Two level index F_4	Three level index F_{ij}	Mean value F_{ij}	Standard deviation S_{ij}
Environmental coordination degree	The Impact of Tourists on Environment and Crowding Degree (F_{41})	5.74	2.21
	Waste Storage and Treatment Facilities (F_{42})	6.78	1.36
	Rural sanitation (F_{43})	6.49	1.62
	Coordination between Tourism Facilities and Local Folklore and Cultural Background (F_{44})	6.36	1.35

5.5 Analysis of the General Index of Coordination Degree.

The overall coordination degree data of the new rural construction and rural tourism development in Chiniutang are shown in Table 7. From the four secondary indicators, the score of environmental coordination degree is the highest, 6.35, in a moderate coordination state; the score of economic coordination degree is the lowest, 5.16, but also reached a low coordination state. This data reflects that the construction of new countryside and the development of rural tourism in Chiniubian have achieved a better coordinated development in the governance and protection of rural environment. The governance of the environment in the construction of new countryside promotes the shaping of the image of “beautiful countryside”. At the same time, in the process of tourism development, the improvement of roads and the planning of environmental protection facilities have also promoted the cleanliness of the villages in the new countryside. The low degree of economic integration indicates that the current rural tourism development in Chiniu Village is still in the primary development stage, and the original income model of the villagers has not been completely changed. Judging from the overall coordination degree C, the overall coordination degree between the new rural construction and rural tourism development in Chiniu Village is 5.79, which is in a low coordination state. The “low-level coordination” shows that the construction of new rural areas and the development of rural tourism in the village of Red Cattle have been able to coordinate and promote each other, but they have not been fully integrated. It also shows that there will be much room for improvement in the coordinated development of the two.

Table 7 Coordination Degree of New Rural Construction and Rural Tourism Development in Chiniubian Countryside

First level index	Two level index	Weight W_i	Index value	Three level index	Weight W_{ij}	Index value
Coordination Degree of New Rural Construction and Rural Tourism Development 5.79	Economic coordination degree (F_1) 5.16	0.20	1.65	F_{11}	0.30	5.49
			1.07	F_{12}	0.20	5.36
			0.76	F_{13}	0.13	5.82
			0.77	F_{14}	0.16	4.82
			0.91	F_{15}	0.21	4.33
	Social coordination (F_2) 5.71	0.28	1.27	F_{21}	0.24	5.28
			1.29	F_{22}	0.25	5.15
			1.87	F_{23}	0.30	6.23
			1.29	F_{24}	0.22	5.85
	Cultural coordination (F_3) 5.79	0.26	1.84	F_{31}	0.32	5.74
			1.30	F_{32}	0.21	6.21
			2.65	F_{33}	0.47	5.64
	Environmental coordination degree (F_4) 6.35	0.26	1.38	F_{41}	0.24	5.74
			1.49	F_{42}	0.22	6.78
			2.08	F_{43}	0.32	6.49
			1.40	F_{44}	0.22	6.36

6. Conclusions

6.1 Analysis conclusion.

Based on the questionnaire survey method, this study analyzed the interactive development of the new rural construction and rural tourism in Chiniutang rural area, and used the analytic hierarchy process to calculate the degree of interaction and coordination between the two, and drew the following four conclusions:

(1) The construction of new countryside and the development of rural tourism in Chiniutang are in a state of “low coordination”

Field investigations and questionnaires show that the construction of new countryside and rural tourism in Chiniubian are mutually reinforcing and developing together. However, the results of data analysis show that the interaction between the two is still in a “low coordination” state,

indicating that the interaction level between the new rural construction and rural tourism development in Chiniutang is low, and the interaction effect is not significant.

(2) The economic coordination between the construction of new countryside and the development of rural tourism in Chiniu Village is a short board

The low degree of economic coordination is the main reason for the “low-level coordination” between the new rural construction and rural tourism in the Red Bull Village, indicating that the economic effects of the interactive development of the two are not obvious. The development of rural tourism in Chiniu Village is still dominated by rural tourism and folk culture. It is still in the primary stage of tourism development, and the tourism industry chain is imperfect. Therefore, the profitability of tourism products is not high.

(3) Promotion of social and cultural coordination in Chiniubao Village is the key to achieve a highly coordinated development.

Although the social and cultural coordination degree of Chiniubang village is in a “low coordination” state, the author found that in the field investigation, Chiniubang village pays special attention to the protection and inheritance of local folk culture in tourism development. And the local residents have gained certain cultural confidence in participating in folk cultural activities, which shows great enthusiasm to show the local culture to tourists. In addition, the score of social and cultural coordination degree is close to “moderate coordination” and easy to achieve breakthroughs. Therefore, the key to achieve a high degree of coordinated development between the construction of new rural areas and rural tourism in Chiniutang is to enhance the degree of social and cultural coordination.

(4) The construction of new countryside and the development of rural tourism in Chi Niu Village have reached “moderate coordination” in terms of environment.

“The cleanliness of the village” is the key project of the construction of the new rural area in the village of Chi Niang. Since 2007, Chiniu Village has invested a total of 3.15 million yuan to harden the Tongcun road, investing more than 200,000 yuan to solve the problem of drinking water for people and animals in the village. In the process of tourism development of Chi Niu Village, an investment of 1.94 million yuan was made to transform the village appearance of the village. In terms of the environment, the new rural construction and rural tourism development have achieved good mutual promotion and have achieved moderate coordinated development.

6.2 Related recommendations.

(1) Digging deep into folk culture and promoting the deep integration of tourism and folk culture. The folk culture of northern Shaanxi is the characteristic of rural tourism resources in the village of Chi Niang Village. The construction of the Folklore Museum and the Museum of Agricultural Culture has established the tourism image of Chi Niu Village as a folk culture village. However, the current integration of tourism and folk culture is not deep, mainly based on ornamental folk culture exhibition projects. In the future, the development of cultural coordination in the village of Chi Niuqi needs to pay more attention to the protection of traditional cultural resources in the construction of new countryside. In the development of rural tourism, it is necessary to dig deep into the connotation of folk culture. With the core content of experiential cultural tourism projects and cultural products with cultural connotations, we will promote the deep integration of tourism and folk culture.

(2) Increase villagers' cultural self-confidence and promote positive interaction between villagers and tourists

The cultural interaction between villagers and tourists is the best way to show the authenticity of rural folk culture in northern Shaanxi. However, the lack of cultural self-confidence will eventually lead to the lack of local villagers' culture and cultural assimilation. In order to improve the social coordination of Chiniubao village, it is necessary to actively propagate local culture in the construction of new countryside, so that local villagers can understand their own cultural values. In the development of tourism, we should display the folk culture of high quality and get the recognition of tourists, so as to increase our cultural self-confidence. In the context of cultural

self-confidence, we should actively carry out various cultural performances, share culture and promote the positive interaction between villagers and tourists.

(3) Expand the tourism industry chain and enhance the economic benefits of tourism

Economic coordination is a short-term development of the coordinated development of new rural construction and rural tourism in the village of Chi Niupun. The tourism development supported by industry can obtain significant economic effects. The integration of the tourism of Red Cattle Village and the planting industry in northern Shaanxi has formed a well-known “Shili Red Date Grand View Garden” tourism product. The construction of the Folk Culture Museum reflects the integration of tourism and folk culture in Chi Niu Village. However, the integration of tourism and advantageous industries in Red Bull Village still stays in the design of tourism projects, lacking industrial development ideas, and it is difficult to obtain high economic value. Therefore, the improvement of the tourism economic effect of the Red Bull Village needs to be based on the industry, expand the breadth of the tourism industry chain, extend the depth of the tourism industry chain, and develop new rural tourism formats that support the development of the tourism economy.

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