

# Mode Selection and Optimization of Social Forces' Participation in Rural Leisure Tourism Development

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**Abstract:** The strategy of rural revitalization put forward by the Nineteenth National Congress prompted all localities to begin to attach importance to agricultural development. In order to respond to the strategy of rural revitalization, develop rural tourism, and encourage social forces to actively participate in the revitalization of rural areas. The development of rural tourism is very complex, and there is a certain conflict of interest between local government, local residents and tourism investors in the choice of development mode, especially with the participation of social forces. In addition, the lack of supervision of rural leisure tourism and the low quality of tourism products restrict the development of rural leisure tourism. In order to optimize rural leisure tourism, starting with understanding the current situation of rural leisure tourism development mode, aiming at the challenges facing the development of rural leisure tourism, this paper puts forward effective countermeasures to solve the problem of "agricultural rural farmers" and ensure the smooth implementation of the strategy of rural revitalization.

## 1. Introduction

Rural tourism, which is developed under the strategy of rural revitalization, takes the countryside as the activity place, which can not only arouse the enthusiasm of rural labor force, but also increase the income of farmers, which is an important part of rural revitalization. With the improvement of modern economic level and the improvement of people's quality of life, the consumption concept of modern people has changed, and the sightseeing tourism under the traditional mode can not meet the demands of modern people for their desire to return to freedom. The development of industrialization makes modern people yearn for pastoral scenery and folk customs more. Under this background, rural leisure tourism is gradually rising. Only by constantly optimizing the development mode of rural leisure tourism and solving the problems encountered in the development process can we further improve the economic income of farmers, realize the strategy of rural revitalization, and effectively promote the economic development of our country in the new period.

## 2. Social Forces Participation in Rural Village Leisure Tourism Development

### 2.1. Interest Needs and Conflicts of Local Governments

The local government has the leadership in the development of rural tourism. By participating in the development of tourist sites and introducing relevant policies and regulations, it can ensure the healthy development of local tourism to a certain extent. Local governments can obtain economic benefits through the development of rural tourism, and then promote the development of local tourism economy. At the same time, the local government has invested funds to strengthen the construction of rural infrastructure to create conditions for the development of tourism. However, in the process of actual development, the tourism development plan formulated is beneficial to tourism investors, and the lack of attention to the interests of local residents leads to the slow down of tourism development.

## **2.2. Needs and Conflicts of Interest of the Local Population**

The development of rural leisure tourism can promote the economic income of local residents to a certain extent. The local residents belong to the participants and operators of rural leisure tourism and are also part of the rural tourism resources. In tourism development, provide more cultural and human support. To a certain extent, the development of rural leisure tourism can provide a better living environment for local residents and ensure that residents get more benefits. However, the problem of land expropriation compensation limits the development of leisure tourism, investors in the expropriation of residents' land use rights, in order to reduce the cost of development, give residents less compensation, which has a gap with residents' imagination, resulting in increasing contradictions between the two sides.

## **2.3. Interest Needs and Conflicts of Tourism Investors**

Tourism investors are important participants in the development of rural leisure tourism, investors can obtain economic benefits from the development of tourism, but also provide professional advice for the development of tourism, to ensure the development value of tourism projects. It is precisely because the development of rural leisure tourism brings greater economic benefits that some investors often ignore the conflict between economic development and society and environment, resulting in the development scheme of tourism is not in line with the development of society.

## **3. Challenges the Development of Rural Leisure Tourism**

### **3.1. Lack of Policies and Regulations**

In the development stage of rural leisure tourism, the lack of relevant policies and regulations leads to insufficient supervision, which can not make the development of rural leisure tourism drive the local economy. Rural tourism begins with the establishment of farmers' Nongjiale, and tourists get emotional experience in Nongjiale. Because of the expansion of the industry, rural leisure tourism continues to develop, and more managers appear, but due to the lack of relevant policies and regulations, resulting in a lack of supervision, can not guarantee the interests of tourists, coupled with the unclear distribution of responsibilities and responsibilities of various departments, can not solve the problems existing in the development of rural leisure tourism in a timely manner. For example, in the process of rural leisure tourism development, operators ignore the interests and safety of tourists.

### **3.2. Low Quality of Rural Leisure Tourism Products**

The expansion of the market scale has led to an increase in the number of rural leisure tourism products, the lack of new tourism products, the phenomenon of similarity is serious. Tourists will find that tourism products are the same in the process of travel, and the setting of tourism items is lack of rationality. The main reason for this phenomenon is that the operators lack new ideas in designing tourism products and still adopt traditional design concepts, which leads to the low quality of tourism products. Secondly, the relevant departments have not done a good demonstration, can not play a leading role, can not provide innovative suggestions for the development of leisure tourism, resulting in similar tourism content. Finally, the lack of tourism development professionals, did not take rural leisure tourism seriously, resulting in the lack of scientific guidance in the development process, all kinds of problems began to appear.

### **3.3. Lack of Awareness of Leisure Content**

The concept of rural leisure tourism, applied in the implementation of rural revitalization strategy, can effectively promote local economic development. But because our country rural leisure tourism is in the development stage, lacks the specialized instruction to the rural leisure tourism development. In addition, the lack of professional personnel leads to the lack of understanding of the connotation of leisure, can not effectively combine leisure with rural tourism,

resulting in the slow development of rural leisure tourism.

#### **4. Strategies for Optimizing the Development Mode of Rural Leisure Tourism**

##### **4.1. Highlighting Local Characteristics**

Rural leisure tourism takes "returning to nature and experiencing the countryside" as the theme, constructs the beautiful countryside and realizes the rural rejuvenation. In order to optimize the development mode of rural leisure tourism, increase farmers' income and improve tourists' experience, we should pay attention to highlighting local characteristics, attract tourists by using local unique natural scenery and humanistic history, and provide more tourism projects for tourists. At the same time, as tourism developers and operators, we should pay attention to innovation, avoid the similarity of tourism products and reduce the experience of tourists, so as to provide high quality services for tourists and increase the economic income of local residents. Local residents actively participate in the development of rural leisure tourism, combined with the existing resources of rural areas, innovative tourism model. For example, the development of "shared farm" model, according to the current situation of rural development, using the existing rural "one house, one courtyard, one place" for tourists to create a variety of experience models, such as pastoral life, vacation health and so on. Using the Internet platform to publish tourism projects, according to the needs of tourists to provide private customization, such as trusteeship planting, self-cultivation, housing rental and so on, so as to transform agricultural houses into guest rooms, prompting city people to experience traditional folk customs through "sharing farms ", thus promoting the development of rural leisure tourism and increasing farmers' income. If the local characteristics are more prominent, we can develop the characteristic town according to the regional and cultural characteristics of the countryside. Taking the new rural residential building as the carrier, we can expand all kinds of functions of agriculture and promote agriculture to obtain higher value, so that the functions of ecological leisure and cultural inheritance in rural areas can be effectively promoted, and finally a comprehensive rural tourism project with creative agriculture and agricultural experience can be constructed to promote the development of rural tourism and leisure agriculture and promote local agricultural economic income.



Figure 1 Rural leisure tourism

##### **4.2. Attention to Brand Effects**

Good products also need good marketing, through strengthening marketing strategies, building rural brands, to a certain extent, can improve the popularity of rural leisure tourism, and bring more customer resources for local tourism. At the same time, it can also form word-of-mouth effect, drive local economic development, build beautiful villages, and realize the strategy of rural revitalization. such as the marketing of local characteristic agricultural special products. Combining local characteristic agricultural special products with rural leisure tourism, creating local brands, operators can place the news of agricultural special products on the Internet. Constantly innovating the development mode of agricultural special products, so that tourists can deepen their understanding of the products. For example, building a street of Hakka cuisine can not only promote the development of traditional Hakka snacks, but also increase farmers' income, but also

make Hakka snacks form an industrial brand.



Figure 2 Rural leisure tourism

#### 4.3. Enhancing the Sense of Experience in Tourism Product Development

The development of rural leisure tourism makes the local residents turn the existing resources into "tourist exclusive", and the appearance of this situation will reduce the emotional experience of tourists. At the same time, it is also a common problem in rural leisure tourism. The purpose of rural leisure tourism development is to enable tourists to experience different rural conditions from the city. Experience refers to the ability to truly feel the life of local residents, which is also what tourists want to see. To this end, attention should be paid to preserving the experience in the process of product development. Local residents in the development of rural leisure tourism, do not arbitrarily put tourism products on the "tourist exclusive" label, in order to ensure a normal life, the development of tourism, to provide tourists with a higher emotional experience. For example, inheriting Hakka culture, fully excavating and developing local characteristics, recreational projects, developing tea-picking drama culture, so that tourists can feel the traditional culture of the countryside.



Figure 3 Rural leisure tourism

#### 5. Concluding Remarks

To sum up, the development of rural leisure tourism can build beautiful villages to a certain extent and realize rural revitalization. At the same time, the development of leisure tourism can drive local economic income and ensure the income of local residents. With the increasing development of tourism, in order to meet the high requirements of tourists, it is necessary to constantly optimize the development mode of rural leisure tourism. In the development of tourism resources, we should pay attention to highlight local characteristics, pay attention to brand effects, and strengthen the experience in the development of tourism products. At the same time, operators should also learn more knowledge, can develop local tourism culture, can not only provide quality services for tourists, but also ensure economic benefits, so as to promote the development of local

tourism.

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