

## **Research on the basic mechanism and application of rural tourism industry agglomeration**

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**Abstract:** Nowadays, the development of the rural tourism industry is relatively scattered, and there is less communication and exchange between various enterprises, which creates serious obstacles for the development of the rural tourism industry. In this background, the agglomeration of rural tourism industry is particularly important and crucial. Based on many years of experience in rural tourism industry, the author analyzes the basic mechanism and application of rural tourism industry agglomeration. Meanwhile, the author puts forward corresponding application forms in order to promote the development of rural tourism industry.

### **1. Introduction**

The rural tourism industry has developed tremendously in recent years, which is because that the demand of the current consumers for the tourism environment and the quality of tourism is constantly improving. At present, however, the development of rural tourism industry in our country has always been based on the decentralized development of various rural tourism enterprises; tourism resources and capital investment are relatively dispersed. As a matter of fact, industrial agglomeration can provide effective solutions to the problems that arise in the current development of rural tourism industry. Therefore, it is imperative to study the agglomeration of rural tourism industry.

### **2. The basic principles of rural tourism industrial agglomeration**

#### **2.1 Promotion of the exploitation of rural tourism resources**

With the continuous improvement of people's living standards, people's demand for tourism has become more and more prosperous. Rural tourism industry attracts the attention of tourists for its rich resources. Whether a certain rural area can develop tourism industry and whether it has the possibility of agglomeration, the main objective is to consider its tourism resources. Meanwhile, the hydrogeological conditions of the site, the development trend of the ecological environment as well as the attraction of tourism resources to tourists are not only important indicators, but also the core elements of rural tourism resources research. Whether the tourism resources are unique and diversified, and whether they can be combined with the local culture and development direction are key considerations for the achievement of rural tourism industry agglomeration. With the gradual improvement of consumers' consumption ability in recent years, the depth of tourism resources development has become more and more critical. It is very important to carry out further development and targeted infrastructure construction based on rural tourism resources. Besides, attracting more tourism enterprises to invest and exploit is an important basis for the realization of agglomeration[1].

#### **2.2 Enhancement of the convenience of rural tourism traffic**

For tourism, accessibility is the key to success or failure. Scientific research shows that people prefer to choose developed transportation in the tourist destination during the travel process. If the traffic in the destination is too heavy, then even if the tourist resources in the area are attractive, tourists will have no intention to travel and consume. In other words, a good transportation

environment is the fundamental premise for promoting the development of the rural tourism industry, and it is also the basis for the realization of the rural tourism industry. In a study on rural tourism industry transportation, we should start from the geographical environment of the area and followed by examining the local geographical location and the traffic condition of the neighboring locations. Then, the traffic flow and basic transportation facilities in the area are used as entry points to investigate the largest daily traffic flow and the number of transportation deliveries. Finally, the local traffic forms, the comfort of the vehicle, the speed of the vehicle should also be calculated so as to investigate the local transportation situation from a deeper level. In fact, the resources of rural tourism are fixed, and the development of resources and forms are also limited. However, the development of transportation and infrastructure can improve the depth and breadth of rural tourism resources, so rural tourism resources can have various forms of tourism [2].

### **2.3 Improvement of the overall rural economic structure**

Rural economic structure is one of the main reasons that affect the development of rural tourism industry. Nowadays, the economic structure of rural areas in China is mainly labor-intensive. Once the rural tourism industry is deeply developed, it will play a perfect and optimized role for the overall economic structure of rural areas. However, the development of a single tourism industry needs tremendous financial support, and the construction of tourism system and infrastructure also needs a lot of human and material resources to ensure the beginning of rural tourism industry. Thereafter its development will also be faced with fierce market competition and many other issues, such as the consumption of daily tourism costs. The rural tourism industry agglomeration scheme provides an effective solution to these problems. With the application of tourism industry agglomeration, the rural tourism enterprises can achieve win-win cooperation and resource sharing among enterprises, reduce intermediate links and cost, thus promotes the management mode of the scale and convenience as well as the diversified development of rural tourism industry.

### **2.4 Supply of more stable high-quality tourist resources**

The development of rural tourism industry can not be separated from the source of tourists. Whether the rural tourism industry has a stable customer flow is also a specific way to consider if the rural tourism industry can meet the condition of the whole industry. Right now, most of China's tourism industry depends on tourist consumption, public praise and other forms for better development and growth. While China's rural tourism industry itself is not complete, the construction of tourism equipment and infrastructure is poor, the industry is small, and it can not attract high-quality domestic and foreign tourists. This also requires the rural tourism industry to make effective use of funds in the process of development. We will increase investment in infrastructure and tourism equipment, and invest a lot of manpower and material resources to promote publicity in the form of the Internet and broadcast media. These methods can also attract more attention for the rural tourism industry and improve the flow and stability of high-quality tourists. Therefore, this requires the rural tourism industry to gather and take full advantages of the industrial agglomeration, so that the rural tourism industry can obtain more high-quality customers.

### **2.5 Creation of a unique travel brand**

Rural tourism industry agglomeration can create a more distinctive product brand for rural tourism industry. Brand construction is not only a way for the development of the rural tourism industry, but also a form of deep excavation of rural cultural resources and human resources. In the process of rural tourism industry agglomeration, tourism enterprises should further expand their brand effects and brand advantages, provide an effective basis for future large-scale development, and prepare for further enhancement of the core competitiveness of tourism enterprises. According to a survey conducted by advanced tourism enterprises home and abroad, high-quality customers are more willing to follow the footsteps of the industry brands with good reputation. It is difficult for a single tourism enterprise to meet the specific requirements, such as brand construction, brand connotation, brand culture injection, brand public praise communication and other tourism brand constructions. While rural tourism industry agglomeration can begin with multiple perspectives,

improve and enrich the brand building of the tourism industry and ensure the brand's influence and dissemination [3].

### **3. Main Application Forms of Rural Tourism Industry agglomeration**

#### **3.1 Resolution of the limitations of rural tourism industry development**

Today, the development of rural tourism has certain limitations, and its tourism resources are weak. The tourism content does not form an effective industrial chain, which leads to the failure of long-term development of individual enterprises. In other words, rural tourism industry agglomeration should be able to solve the limitations of the development of rural tourism industry. Through the agglomeration of rural tourism industries, the industries of various rural tourism enterprises can form an effective economic and industrial chain; have a cooperative effect on many different industries and enterprises from rural areas and neighboring cities. Besides, they can also broaden the road for research and production of rural tourism products. All these measures are effective for solving the current limitations of the development of rural tourism industry. In application, rural tourism industry agglomeration can open up various links of rural tourism through diversified thinking patterns and input of manpower and material resources, enhance the richness and diversity of rural tourism design, thereafter broaden the road for the development of rural tourism industry. It also makes rural tourism content more attractive to consumers and improves the width of the rural tourism industry.

#### **3.2 Implementation of the construction of tourism enterprise collectivization**

The final application form of industrial agglomeration of tourism enterprises is the collectivization construction of tourism enterprises. The collectivization construction of tourism enterprises has many advantages. First, the collectivization construction can solve the fundamental problems of the small scale and weak strength of individual enterprises. Secondly, collectivization construction can provide more effective benefit distribution schemes and perfect development mechanism for the industrial agglomeration of tourism enterprises. It can give full play to the cultural connotation of rural attractions and better pack tourism products as well. The group construction of tourism enterprises can also provide development goals for a number of individual tourism enterprises, attract more development programs and financial support for the group, thus pack rural tourism into products with more commercial and cultural characteristics and finally promote the in-depth development of the rural tourism industry. In the process of the application of rural tourism industry agglomeration, the construction of tourism enterprise group is an important node, it marks the success of the rural tourism industry agglomeration, and it is also the only way for the scattered rural tourism enterprises to develop and prosper together.

#### **3.3 Efficient integration of tourism resources**

Rural tourism industry agglomeration can play an effective role in integrating tourism resources, and it is also an important form of application of rural tourism industry. In the process of agglomeration, each rural tourism enterprise should provide research reports on rural tourism development based on many years' experience. Besides, effective plans for the development of the tourism industry should also be supplied to ensure the correctness of the development direction and development path after the industrial agglomeration. In the process of integrating tourism resources, we should put forward measures for the construction of cultural tourist attractions and Eco-tourism environment, so as to carry out in-depth and efficient excavation of rural tourism resources. We can also make full use of rural cultural resources, environmental resources, commercial resources and human resources, and then create a more distinctive rural tourism brand and finally achieve the most fundamental goal of rural industrial agglomeration[4].

#### **3.4 Improvement of basic infrastructure**

Inadequate infrastructure construction has always been the main problem that restricts the development of rural tourism. Infrastructure development includes the construction of rural

transportation, hydropower and other facilities. Before the rural tourism industry is agglomerated, individual enterprises have no funds or obligation to improve the infrastructure of rural tourist attractions. As a result, the living environment and tourist conditions of tourists are greatly affected. As a result, it is difficult to form a high-quality reputation for the construction of rural tourism brands. According to the rural tourism industry agglomeration, one of its main application forms is to use huge funds to improve the infrastructure construction of rural tourist attractions. By enhancing the a infrastructure construction, it can improve the service quality , improve the overall environment, and further strengthen the brand construction of rural tourism.

### **3.5 Development of tourism products**

The research and development of tourism products is the main way to enhance the economic benefits of the rural tourism industry. The unique design of tourism products has always been the focus of the tourism industry and an important guarantee for the quality of the tourism industry. After the rural tourism industry agglomeration is introduced, the development of more distinctive tourism products has become one of the main application forms. In the development of tourism products, industrial agglomeration will focus on promoting exchanges and collaboration among various tourism enterprises, provide financial support and manpower support, enhance the quality and economic benefits of tourism products, and inject more distinctive cultural features into tourism products. We should also ensure that the tourism products appeal to consumers, so that they can meet consumers' needs and finally enhance the fundamental economic benefits of rural tourism industry concentration [5].

## **4. Significance of rural tourism industry agglomeration**

### **4.1 Improvement of the ability and level of rural Eco-environmental management**

Rural Eco-environmental management is a strong support for the development of rural tourism industry, and the agglomeration of rural tourism industry can make the environmental management of rural areas develop in the direction of institutionalization and standardization. The development of the rural tourism industry has always emphasized the importance of paying attention to the impact of tourism activities on the ecological environment in the countryside. However, there is a lack of a unified standard to judge which impacts are within manageable limits and which environmental impacts are more harmful. Rural tourism industry agglomeration can provide standards for environmental impact assessment systems, reasonably assess the environmental impacts of tourism activities, and appropriately intervene in tourism activities with unified standards and norms.

In addition, rural tourism industry agglomeration can also establish a unified manager responsibility system. The system can make detailed provisions on the rights and duties of rural environmental managers and evaluate the results of their management. The advantage of rural tourism industry agglomeration is that the managers of each rural tourism industry no longer pay attention to the economic income of rural tourism only, and the environmental benefits of rural areas are gradually valued.

In summary, the agglomeration of rural tourism industry can effectively improve the ability and level of rural ecological environment management [6].

### **4.2 Implementation of green marketing to increase economic revenue**

Green marketing has always been the main selling point of rural tourism in China. However, in the past, there were not enough funds in individual tourism enterprises to develop effective green products in rural tourism. With the continuous advancement of the rural tourism industry, the funds of the tourism enterprises have achieved intensive management. According to the protection of the ecological characteristics of the countryside, each enterprise can also use advanced science and technology to develop various forms of green tourism products so as to attract tourists' attention. In addition to the far-reaching significance of developing green ecotourism products, industrial

agglomeration can also implement green marketing for developed products. We will use the huge manpower and material resources brought about by the agglomeration of the tourism industry to broaden the channels for green sales, and use the forms of Internet publicity and media publicity to promote the popularity of green tourism products, establish the green image and brand effect of enterprises, and attract consumers' attention. In the end, we will succeed to effectively expand the green sales channels and improve the economic benefits of the rural tourism industry [7].

### **4.3 Improvement of the benefit distribution plan**

Rural tourism industry agglomeration is able to distribute the overall benefits of the tourism programs participated by many enterprises. The process of benefit distribution is scientific and fair, so that it can enhance the enthusiasm of related enterprises and improve the overall process of rural tourism industry agglomeration. At the same time, the distribution scheme should be more foresighted and benefit every related aspect, and share the economic results with the other participants. In China, some rural tourism industry agglomerations have started to implement the share cooperation system, and enterprises can carry out Eco-tourism operations through the form of share participation. This system links the interests of tourism enterprises with the overall development of the rural tourism industry. Local tourism enterprises are no longer a form of individual combat; instead they become a community of interests. This method is conducive for better communication between enterprises and the maximization of economic and social benefits [8].

## **5. Conclusion**

As people's living standards have been rising, so has their demand for tourism. Taking the development status of the rural tourism industry as an entry point, this passage analyzes the basic mechanism of rural tourism industry agglomeration in depth and detail. It also discusses the application forms of rural tourism industry agglomeration, such as resolution of the limitations of rural tourism industry development, implementation of the construction of tourism enterprise collectivization, efficient integration of tourism resources, and improvement of basic infrastructure and development of tourism products. The far-reaching significance brought by the agglomeration of the rural tourism industry is explored, so that the rural tourism industry can further promote the local economic development, enhance the economic benefits and social efficiency of the tourism enterprises, and thus speed up the process of the development and growth of rural tourism enterprises.

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