

Development Strategies of Jilin Border Rural Tourism from the Global Perspective

—Taking the Border Village in Yanbian Prefecture as an Example

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Abstract—Global tourism thinking can not only effectively integrate regional tourism resources and enhance tourism attraction, but also promote the development of other industries and realize the overall revitalization of the regional economy. Therefore, it is important thinking to promote the development of tourism industry in the new era, and it is also the need to achieve rapid growth of border rural tourism industry. Based on the in-depth discussion on the thinking of global tourism, this work analyzed the advantages of border rural tourism from the perspective of internal and external environment. Combined with the development status of rural tourism industry in Yanbian, Jilin Province, the development needs of border rural tourism were put forward. Measures such as government policy support and financial support, broadening publicity channels, promoting industrial integration, digging into local characteristics, etc., were increased. This work is expected to be used as a reference for the healthy development of rural tourism in other border areas.

Keywords—Global tourism; Border village; Yanbian Prefecture

I. INTRODUCTION

Global tourism is not only the development of traditional tourism, but also the integration of catering, transportation, entertainment and many other industries. These industries can drive economic growth and optimize the previous industrial structure, thus achieving economic growth and healthy industrial development. At the same time, global tourism can make a development relationship between urban and rural areas more closer. Rural areas are not limited to simple planting industry, which plays a huge role in promoting the integration of urban and rural areas. In addition, it can promote the coordinated development of urban and rural areas and optimize the industrial structure of urban and rural areas. In 2016, "global tourism" was written into the government work report, becoming one of the focuses of attention and supported by the government departments. It also proves that global tourism is the right way to develop China's tourism industry, and that China's rural tourism has entered a relatively mature stage. It is a road to rural revitalization that has wide influence and can be developed comprehensively and healthily.

Yanbian Prefecture is a place bordering China, Korea and Russia. Due to its special geographical location and different cultural customs, it has a good natural landscape and attractive human landscape [1]. The advantages of developing tourism in Yanbian Prefecture are not only limited to its unique geographical location, but also the national policies to promote the development of the frontier in recent years. Based on these advantages, Yanbian economy has achieved rapid growth. The natural environment and favorable policies in Yanbian can promote the healthy development of rural tourism. From the perspective of global tourism, border tourism, traditional folk customs and other tourism models have made good development. However, A careful analysis can be seen that these tourism has always been carried out around scenic spots, without in-depth integration of catering, transportation and other industries [2]. In this context, this work summarized and analyzed the situation of rural tourism and the economic development of Yanbian based on the characteristics of global tourism. After the comprehensive argumentation, some opinions were put forward on the existing problems, hoping to have some help for the development of Yanbian Prefecture and to perfect the existing development system.

II. THE DEVELOPMENT IDEA OF GLOBAL TOURISM

A. *The concept of global tourism*

There is no clear and unified definition of global tourism at home and abroad. Some scholars believe that developing tourism is influenced by the competition of global tourism and the multi-level and complexity of contemporary network society. The challenge in strategic planning and governance is to make tourism areas adaptive to the changing environment, thus maintaining or improving the region as a competitive tourism destination [3]. Based on the complex adaptive system (CAS) tourism, the tourism development zone is built into a multi-level, wide-field, all-round process. Focusing on the development of tourism products and enterprises and encouraging a certain degree of diversity is conducive to communication and coordination, experience, innovation, learning and self-reflection.

Based on the concept of global tourism, this work points out that the tourism industry should be developed in the local advantageous industries, and then the advantageous industries can promote the development of other industries. Thus, the comprehensive occurrence of the region's economy and the upgrading and optimization of related industries are realized. These upgraded industries include infrastructure, entertainment industry, environmental protection, etc., and can also play a certain role in mobilizing the region's policies and regulations. Tourism, as a tertiary industry, can promote the harmonious and friendly development of all industries in the society. Global tourism not only requires coordination, communication and mutual benefit among different industries, but also requires the original residents in the region to create a good image, such as environmental protection, civilization and courtesy, etc. Tourists can feel the enthusiasm and beauty of this tourist area, and really experience the local characteristics happily. This can bring many benefits to the residents, and also meet the needs of tourists for tourism, thus promoting the better development of local tourism.

B. The relationship between global tourism and rural tourism

The advantages of natural environment and traditional culture and customs in the countryside are incomparable to cities, with good environment and simple folkways. Based on the global tourism, rural areas should make full use of their natural environment and traditional cultural customs, which can greatly promote the development of rural tourism and become one of the great attractions in rural areas. In the development of rural tourism, it is difficult to make a big breakthrough only by its own strength. However, integrating various industries will improve the rural infrastructure based on global tourism. This can not only promote the development of tourism industry, but also enable rural areas to enter a new era of convenience [4]. In today's era, the most important purpose of rural tourism is to promote the local economic development. In addition, there are many imperfections in the process of development, such as killing tourists, improper management, poor tourism experience, etc. From the perspective of long-term development, it will undoubtedly cause great damage to the local tourism industry. Global tourism can make the tourism industry develop more healthily, restrain the improper behaviors such as killing guests, etc., and improve the quality of service, which will surely be conducive to the healthy development of the industry.

III. ANALYSIS ON THE DEVELOPMENT OF RURAL TOURISM IN YANBIAN PREFECTURE

A. The basic situation of rural tourism in Yanbian Prefecture

Yanbian Prefecture is a border city in China. Due to its located at the border, it is naturally adjacent to other countries. Apart from several neighboring countries, including North Korea and Russia, Yanbian Prefecture is also across the sea from Japan, which makes Yanbian Prefecture gather the characteristics of different cultures and customs. To a certain extent, it enriches the cultural reserves of Yanbian Prefecture and makes the development of the region diversified. Yanbian Prefecture is a coastal area of middle and low latitude. Its

climate is mild all the year round, and it is very suitable for plant growth. The forest coverage rate in Yanbian Prefecture is extremely high. There are many forest farms, covering more than 38000 hectares, which offers pure natural air purification for the natural environment and also brings rich tourism resources to the region.

Yanbian Prefecture is surrounded by mountains and rivers, with beautiful scenery. It has the most famous natural and cultural heritage in Northeast China—Changbai Mountain. Its natural ecological environment offers rich landscape resources for Yanbian Prefecture, and it is a representative characteristic tourist attraction in Yanbian. Since 2017, Yanbian Prefecture has vigorously promoted the construction of Hailan lake scenic area, Dongsheng Yong national characteristic town, Mapai characteristic folk village in Yueqing town, Mopan village mountain city site, dinosaur geological museum, etc. It strives to build a cultural tourism industry cluster area with distinctive regional characteristics and rich national characteristics [5]. Yanbian Prefecture has built and developed more than 30 folk culture tourism villages with strong regional influence, among which 6 villages including Hongqi village in Antu County are listed as the most beautiful leisure villages in China. These villages are scattered all over the important nodes of highway, tourism and border lines. Through the integration and development of folk culture tourism and beautiful rural construction, the model of new rural construction has been set up, and it has played a better role of radiation driving.

B. Analysis on the internal environment of rural tourism development in Yanbian Prefecture

1) Resource conditions

Due to its unique geographical location and special historical background, Yanbian Prefecture is more dominant in natural resources, external environmental resources and local characteristic resources. First, natural resources. Yanbian Prefecture has a high forest coverage and developed forestry. Yanbian area has been labeled as a "natural oxygen bar", which makes the air in this area clean and pleasant to live in. It is the best place to purify the mind and the largest natural complex among the national scenic spots. Accordingly, many tourists are attracted to the natural environment of Yanbian Prefecture every year.

Secondly, external environmental resources. Yanbian is close to North Korea, Russia, Japan and South Korea, and it has been influenced by these countries in different aspects for many years. In terms of culture, the neighboring country, North Korea, has the deepest influence on Yanbian Korean Autonomous Prefecture, which is also the reason why Yanbian Prefecture has Korean characteristics. Other countries also play up the customs and culture of Yanbian Prefecture to varying degrees. Economically, Yanbian Prefecture, as China's coastal urban border area, naturally has many trade contacts with other countries. Compared with other cities in China, Yanbian's economic development speed is faster.

Thirdly, local characteristic resources. Korean characteristics are the iconic and most important local characteristics of Yanbian Prefecture. Due to historical reasons, Yanbian Prefecture has gathered a large number of Korean

people. Therefore, the customs and habits of Yanbian Prefecture are mainly Korean style. Local residents have a strong Korean style in terms of dress, food culture and ethnic culture, which makes Yanbian Prefecture more attractive to tourists with its ethnic characteristics.

2) Product conditions

In recent years, Yanbian Prefecture, driven by the country's vigorous development of tourism, follows the pace of national development and takes the lead in carrying out self-rectification of the tourism industry. A series of development strategies on building a civilized, open and happy Yanbian are implemented. The counties and cities with strong Korean characteristics in the state are regarded as the key development objects to build characteristic cities with the concept of tourism in an all-round way. Consequently, the key cities will be packaged as tourist resorts with national characteristics [6]. Furthermore, Yanbian Prefecture pays more attention to the reconstruction of tourist attractions apart from focusing on the development of urban characteristics. The infrastructure and service system of scenic spots in all provinces and counties will be revised and improved, and then star rating will be carried out. Therefore, the scenic spots in the state will truly become a national model scenic spot.

Apart from the existing conditions of cities and scenic spots, local featured products and commodities have also become a powerful development tool for Yanbian tourism. Taking characteristic products and commodities as the key development objects, the government pays attention to developing a series of local characteristic foods, such as Kimchi, rice cake, rice wine, etc. Also, it strives to create various Korean products with complete styles and obvious characteristics. At the same time, it also launched more local representative commodities, sold them by means of advertising and network publicity, and sold them to tourists in the demonstration scenic area. Through the careful research and development and promotion of products in the state by Yanbian government, the popularity of Yanbian tourism attraction has been greatly improved.

C. Analysis on the external environment of rural tourism development in Yanbian Prefecture

1) Industrial environment

With the increasing attention to the tertiary industry in China, Yanbian Prefecture has more space to develop tourism. A series of tourism protection policies promulgated by the state offer strong support for the development of Yanbian tourism area. In this context, the government is more active and bold in carrying out rectification, construction and planning of scenic spots, so that more undeveloped land can be effectively used and more scenic spots with more characteristics can be built. The scenic spots in the state are more abundant in resources, and the existing scenic spots have also been developed to the maximum extent. On the other hand, the government has put a long and far-reaching perspective on development based on the comprehensive implementation of tourism facilities in the state. The long-term goal is to promote the tourism status in Yanbian Prefecture. After the rectification, Yanbian's tourist attractions have changed their overall appearance, and they are also moving forward in the domestic tourist cities ranking. The

government actively participated in various scenic spot appraisal activities, winning more reputation and honor for Yanbian Prefecture and making it more powerful in tourism cities, which also vigorously promoted the publicity work for Yanbian Prefecture.

2) Macro environment

The development of tourism industry in Yanbian Prefecture is inseparable from the support of national policies. Every time the state promulgates a tourism reform and adjustment policy, Yanbian Prefecture can actively cooperate with the merger practice, which is also an important reason for the good development of Yanbian Prefecture. Correspondingly, the government also gives corresponding development plans and projects for the development of tourism in Yanbian Prefecture. In the projects related to the construction and improvement of Yanbian scenic spots, the national policies are all inclined. Under the background of national support, Yanbian Prefecture has offered guidance in the development and construction of new scenic spots. The resources have been effectively allocated and the development progress has been greatly increased. This makes all kinds of scenic spot transformation and construction work in Yanbian city, county, district more smoothly. On the whole, the tourism industry in Yanbian Prefecture will have a bright future with the macro environment supported and protected by the state.

IV. COUNTERMEASURES FOR THE DEVELOPMENT OF RURAL TOURISM INDUSTRY IN YANBIAN PREFECTURE FROM THE GLOBAL PERSPECTIVE

A. Increasing government policy support and financial support

In terms of policy support, the local government must play a guiding role and vigorously support the brand building of regional tourism and cultural products. First, the local government must formulate effective supporting policies based on the needs of tourism development in the region, such as reducing taxes, etc., thus comprehensively improving the tourism brand. Second, in terms of enhancing service awareness and cooperation, all institutions involved in the tourism industry must work together to effectively promote the development of local folk culture tourism industry. In the improvement of comprehensive management mechanism, government agencies must be freed from the traditional thinking of multi-agency management and realize the management of specialized departments.

In terms of financial support, it's necessary to strengthen the local government's investment in the tourism industry throughout the country, and build a special fund for tourism industry services. The fund is dedicated to the research and development of tourism industry related projects in the region. Moreover, the government must give more financial support to the infrastructure construction and publicity platform of tourist attractions. Second, it should attract private capital investment and expand the source of funds. Tourist attractions can raise enough funds for the development of tourism industry by means of financing and other means. The cooperation between tourism companies and financial departments is promoted to encourage them to invest more funds in the tourism industry.

At the same time, it's necessary to encourage the integration of social funds, and gradually form a comprehensive tourism investment system guided by the government and participated by many parties.

B. Overall brand planning and promoting industrial integration

First, the region must create more similar projects such as "Korean first village folk custom tourism festival in China". At the same time, the existing tourism projects should be reintegrated. From the overall level, it's necessary to optimize and integrate cultural resources such as culture, politics, economy, transportation, history, etc. The brand of tourism industry with special features and attraction should be built, and effective promotion programs should be developed to promote the whole tourism industry. At present, the local folk culture tourism resources show a fragmentary state, and all the folk culture tourism resources are not integrated, resulting in many resources can't be effectively and fully utilized. Therefore, the region must excavate and develop more human resources to create a regional comprehensive brand with the current tourism industry brand as the main body. The local folk culture resources are optimized to create a series of appropriate tourism products.

Second, it should increase the development of tourism routes to promote the integration of tourism products. With the linkage of all tourism resources in the region, the tourism industry chain can be built to achieve a comprehensive tourism industry cluster. In the development, all the local folk culture must be regarded as a scenic spot for excavation and development. The local culture, history, etc., should be fully excavated to better absorb more tourists. At the same time, the traditional sporadic tourism industry model must be broken through to achieve the development trend of multi-faceted integration such as "tourism + Internet", etc.

C. Digging into local characteristics and innovating tourism products

By means of characteristic rural culture, commodities and unique tourism resources, we can make use of various tourism ways to meet the personalized and diversified requirements of tourists, thus expanding the ways of tourism profit.

First of all, the unique cultural connotation of this region should be specially excavated and refined. In terms of presentation, content, etc., the brand effect of tourism products should be improved. Secondly, it should create characteristics. In folk culture tourism, the requirements of tourists are not only the same, but also the consumption ability is different. Therefore, it must continue to innovate, and constantly create personalized and characteristic folk culture tourism projects and products. Then, the project development level and strength with high experience should be strengthened. Generally speaking, people who participate in folk culture tourism have a high demand for participation in tourism projects, and often experience projects will be loved by tourists. Therefore, the actual needs of tourists must be taken into account in the promotion of local tourism projects. Consequently, the investment of tourists in experiential and participatory projects

development should be increased to meet the needs of tourists. Finally, the market is divided and cooperation is strengthened. It's necessary to integrate similar tourism resources, build the overall cultural tourism project and carry out special development in regions with significant differences, thus achieving the goal of creating demand and cultivating market.

V. CONCLUSION

First, as a social and economic phenomenon, the development of border rural tourism is restricted and influenced by social economy, politics, culture and other conditions. With the rapid and healthy development of China's economy and society and the continuous improvement of the comprehensive national strength, the demand of urban residents for agriculture is not a simple demand for agricultural products.

Second, the development of border rural tourism from the global perspective can retain the characteristics of traditional agriculture, such as primitive, natural, leisure, etc. It can also offer multi-directional and diversified services based on the personalized requirements of tourism participants.

Third, rural tourism is a new type of tourism service industry, which is different from traditional tourism and intersects between agriculture and tourism. It is characterized with comprehensiveness, diversity, etc., and has a wide range of social effects and huge economic potential. It is of paramount importance to the economic and social development and progress for the vast border areas.

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