

In the context of rural revitalization

--Research on the development status and path of rural tourism in Lilou Township, Bengbu City

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Abstract

In recent years, under the guidance of the rural revitalization strategy and the strong support of the government, Lilou Township has taken rural tourism as an important means to promote rural revitalization, and has also achieved remarkable results. Taking Lilou Township as an example, this paper studies the development status of Lilou Township in Bengbu City through literature research method and case analysis method, analyzes the problems existing in the development of rural tourism in the region, summarizes the tourism development of Lilou Township, and proposes three effective solutions, one is the "local government-led" path, the second is the "company-led + farmer-shared" path, and the third is the family "farm + travel" path, aiming to provide theoretical guidance for the development of rural tourism in Lilou Township.

Keywords

Rural revitalization; rural tourism; path studies; Policy recommendations.

1. Introduction

In recent years, the state has made great efforts to promote the development of rural tourism, issued a variety of normative rural tourism policies, promoted the integration of culture and tourism, and empowered rural revitalization, which has played a great role in promoting the development of rural tourism in China. As a hot spot in the current development of tourism, rural tourism has enriched consumers' choices and become one of the most popular travel methods for tourists with its unique charm. However, the development of rural tourism is accompanied by the test of high-quality construction of rural areas, which requires that rural construction must have cultural, ecological, regional characteristics and large-scale management. Lilou Township, belonging to Longzihu District, Bengbu City, Anhui Province, with its unique geographical location, contains rich cultural and ecological resources, according to local conditions to transform Lilou Township into a farmer as the main body of management, relying on tourism resources, on the basis of traditional rural leisure tourism and agricultural experience tourism, with farmers as the main body of business, integrating sightseeing, investigation, learning, entertainment, leisure, vacation as one of the tourism industry. The author used literature research and government data reports to sort out the basic situation of Lilou Township, and summarized the three major paths to promote the rural revitalization and development of Lilou Township through field research and visits, in order to provide reference suggestions for the local rural revitalization cause.

2. The basic situation of tourism in Lilou Township, Bengbu City

2.1. Play the "two-color" card "support" - industrial prosperity (industrial park)

Industrial prosperity is the material foundation of rural revitalization. Based on the existing industrial foundation, Lilou Township promotes the upgrading of characteristic planting industry through the integration of resources and cultivation of characteristics, and promotes the upgrading of characteristic planting industry with the development of parks, stimulates the potential of characteristic industries, and guides the scale, standardization and industrialization of characteristic agricultural operations. Promote the integration of science and technology agriculture, green agriculture, brand agriculture and quality agriculture, improve the quality, efficiency and competitiveness of agriculture, build a high-quality agricultural industrial system, production system and management system, and realize the rapid improvement of the supporting role of the agricultural industry in rural revitalization. The introduction and cultivation of Lao Meng watermelon and other agricultural products with the characteristics of Lilou Township. In 2022, 10 million watermelon grafted seedlings will be cultivated in Lilou Township throughout the year, and the planting area of wheat, rice, and watermelon will reach 25,000 mu, 19,000 mu, and 4,000 mu respectively, with 5,350 pigs slaughtered, 367,000 poultry slaughtered, 1,230 tons of meat, 720 tons of eggs, 3,817 sheep, 5,223 dairy cows, 25,817 tons of milk, and more than 400 tons of aquatic products.

2.2. Create a beautiful "support" - ecological livability

Rural ecological revitalization means to build a beautiful countryside that suits modern life, embodies local features, beautiful mountains and waters, and blue sky and green land. We will adhere to the concept of green development, accelerate the appreciation of rural natural resources, and ensure that clear waters and green mountains complement each other^[1]. In accordance with the concept of urban and rural integration and integrated development, Lilou Township will continue to do a good job in the improvement of the rural living environment, increase the construction of rural infrastructure, promote the equalization of basic urban and rural services, make up for the shortcomings of the rural ecological environment, and make Lilou Township a beautiful home to live and work in peace and contentment. Lilou Township focuses on pollution prevention and control. Taking the battle of pollution prevention and control as the focus of the improvement of the human settlements, a total of 281 canals and ponds were cleaned up, 2,123 were built and piled up indiscriminately, 1,568 graffiti were cleaned up on walls, telephone poles and street lamp poles, 300 weeds, duckweed and floating garbage were removed from ditches and lakes, 1,028 firewood, grass and sundries were stacked in an orderly manner, and 157 non-functional buildings were cleaned up.

2.3. Build a strong rural cultural "support" - rural civilization

Farmers are the creators of rural culture, as well as the inheritors and beneficiaries of rural culture. Rural revitalization and cultural revitalization are the key, and cultural empowerment is the key to achieving a double harvest of economic benefits and spiritual civilization. Lilou Township adheres to the guidance of the core values of socialism, insists on letting the grassroots people become the leaders of rural culture, actively guides and adapts measures to local conditions, strengthens the construction of village customs and rural morality, inherits and develops excellent traditional rural culture, and promotes the formation of civilized rural customs, good family customs and simple folk customs. Lilou Township, Caoxiang Village, Jia'an Village, and Huangying Village were successfully selected as the 6th Civilized Villages and Towns of Bengbu City.

2.4. Consolidate the "support" of people's happiness - effective governance

Rural grassroots party organizations are related to the implementation of the rural revitalization strategy. Rural revitalization is inseparable from the guidance of rural grassroots party organizations. Lilou Township adheres to strengthening the leadership of party building, solidly carries out the "three basics" construction year activities, focuses on comprehensively strengthening grassroots organizations, basic work, and basic capacity building, vigorously implements the comprehensive improvement project of grassroots party building, forms a clear orientation of grasping the grassroots and party building, gives full play to the role of rural grassroots party organizations as a fighting fortress, and provides a strong organizational guarantee for the realization of rural revitalization.

Requisition and resettlement are carried out with high quality and efficiency. In the past year, 17 projects have been requisitioned and relocated, including Shengli East Road Jinsanli, Heli Forklift, and Bengwu Expressway Exit Road, and the collective land area of more than 1,200 acres has been requisitioned and relocated throughout the year. Guided by the needs of the masses, the centralized placement of projects such as Guodian, Shuibang Line, Film City, and Science and Technology College will be carried out simultaneously. Up to now, a total of 152 houses have been resettled, with an area of nearly 20,000 square meters, involving the masses to move to a new home before the year, fulfilling the "dream of living in peace".

2.5. Benefiting people's livelihood and increasing well-being - living a prosperous life

Develop and strengthen the village-level collective economy. Earnestly strengthen the material and financial support of grassroots party building work, so that rural grassroots party organizations have the strength and resources to serve the masses, have the ability and courage to innovate rural governance methods, and take the road of industrial revitalization. Six villages, including Laoshan Village and Jia'an Village, have entered the ranks of economically strong villages (more than 500,000 yuan), and the collective economic income of Chaoyang Village has exceeded one million yuan.

Guided by green and organic, we will accelerate the transformation of agriculture from quantitative growth to high-quality development. In 2020, 22,000 acres of wheat and 4,000 acres of watermelons will be planted in the township, and 9 million watermelon grafted seedlings will be cultivated. With the support of livestock and poultry epidemic prevention, we will ensure the healthy development of animal husbandry. In strict accordance with the requirements of "one animal, one card, one certificate, one needle and one account", we are equipped with epidemic prevention supplies, carry out foot-and-mouth disease immunization and swine flu prevention, and vaccinate livestock diseases. The completion rate of immunization and disinfection work is 100%. Under the vigorous implementation of epidemic prevention work, 5,600 pigs were slaughtered in the township, and the meat output was 504 tons; The number of beef cattle, meat sheep and meat poultry sold and slaughtered reached 1,300, 3,500 and 350,000 respectively, with a total output of 1,251 tons. In July, in the city's announced disposable income of rural settlements, Lilou Township ranked first in the city.

3. Analysis of the effectiveness of rural tourism development

3.1. Internal environment analysis

3.1.1. Advantage analysis

(1) Good industrial foundation

In recent years, Lilou Township has deeply implemented party building to lead rural revitalization, closely followed economic development as the first priority, innovated investment promotion methods, took the big opening up as the main strategy, took the

industrial park as the leader, and took the project construction as the main starting point, relying on the platform of the east Chamber of Commerce, and successfully introduced more than 20 enterprises including Yongfa Construction Machinery Installation, Baili Home Furnishing, Longxing Culture, Yongxing Electric Power, etc. Develop and expand the village-level collective economy, and through the integration of collective resources, the combination of multiple forces, investment and other ways, Laoshan Village and Caoxiang Village have entered the ranks of strong villages in the collective economy.

(2) Abundant ecological resources

Lilou Township has complete mountains, rivers, forests, fields and lakes, and the topography is rich and diverse. On forests, 17,000 acres of forest area and more than 10 nursery bases make Lilou Township a veritable "natural oxygen bar"; On the field, there is a good field to create the people and things; On the lake, there are 13 lakes and reservoirs of various sizes such as Dongshanmen Reservoir dotting the whole township. The whole Lilou Township takes the clear water and green mountains as the vein, constituting a beautiful picture of natural harmony, and has a good ecological environment resources for the development of rural tourism.

Table 1: Tourism resources

Tourism resources	Ecotourism resources	Humanistic tourism resources
Major tourism resources	Longzi Lake North Lake Scenic Area South Lake Scenic Area West Lushan Scenic Area Awl Mountain Scenic Area	Soup and tombs Bengbu Revolutionary History Exhibition Hall Longhu Culture and Art Museum Bengbu Ancient Residence Expo Park

Orderly and comprehensive management

Lilou Township adheres to the principle of "people-oriented, serving the people", takes the construction of a new socialist countryside as the goal, adheres to the scientific outlook on development, and earnestly gives full play to the leadership core role of the party committee in controlling the overall situation and coordinating all parties, so that all social undertakings in the township can develop sustainably, steadily and healthily.

3.1.2. Weakness analysis

(1) The economic foundation is weak

Rural tourism is the first industry to develop in Lilou Township, but due to the late start of rural tourism in Lilou Township, the development level is low, and it is still in the initial stage of creating tourism products, and the investment in rural tourism development funds and personnel is insufficient, and the effect is not obvious.

(2) Business sentiment is not popular

In the peak tourist season, tourists gather more in the northern district, while the Lilou village in the southern district is insufficient, and the tourism development presents a trend of "hot in the north and cool in the south". At the same time, with the rapid advancement of urbanization, there are many "aging" situations in rural villages. The permanent population in Lilou Township is only about 18,000, and the phenomenon of "hollowing" in some natural villages is serious, which is difficult to attract the business sentiment of the development of tourism, and the service reception capacity of the development of the countryside is obviously insufficient, which is difficult to support the further development of the rural tourism industry in Lilou Township.

(3) Confusion in development management

Some large rural tourism projects are developed by the government, and the interest connection mechanism has not been established in time, and the village collectives and villagers have failed to reap more obvious benefits from the tourism projects, while some small rural tourism projects and scenic spots are independently developed and managed by farmers, lacking government policy and financial support, coupled with the lack of symbiosis between the development scenic spots, and there is no organic connection.

(4) Scarcity of professionals

At present, most of the rural tourism projects in Lilou Township are local villagers, who are not open-minded enough and have not received professional management training, which has led to the formation of a relatively loose situation in rural tourism in Lilou Township, which in turn causes the rural tourism resources to be unable to maximize the development and scientific and effective management.

3.1.3. Opportunity analysis

Since the 19th National Congress of the Communist Party of China, the central government has vigorously implemented the rural revitalization strategy, and the development of the rural tourism industry has ushered in a new era. In 2022, the No. 1 document of the Central Committee of the Communist Party of China and the State Council put forward^[2] the implementation of the rural leisure tourism promotion plan to support the development of rural house and farmhouse characteristic villages (points) directly operated or participated in by farmers. It can be seen that the rural tourism industry is an effective booster of rural revitalization, and it is necessary to make assets lively, capital introduced, and resources used, so as to continuously promote the development of rural tourism and boost rural revitalization.

3.1.4. Threat analysis

(1) Lack of competitiveness of tourism products

The rural tourism products of Lilou Township are relatively single, mostly staying in the basic projects such as farmhouses and picking gardens, lacking a sense of innovation, and in the development of rural tourism, they are not integrated into local characteristics, and it is difficult to meet the market demand of rural tourists. In addition, due to the similarity of natural resources in the development of rural tourism in a large part of Lilou Township, the slow development process of branding is also the pressure and challenge faced by rural tourism in Lilou Township.

(2) The tourism industry lacks advanced concepts

Some rural tourism managers lack the concept of modern agriculture and modern tourism, which restricts the development of rural tourism to a higher level. In particular, the local government has not fully mobilized the enthusiasm of enterprises to a certain extent, and has not done enough in the marketization, specialization, and industrialization operation, and at the same time lacks a professional management team, resulting in the combination of tourism and agriculture, cultural industries, etc., and the linkage between industries is not strong, which has an adverse impact on the in-depth development of the rural tourism industry.

(3) The improvement of tourists' demand and taste

With the diversification and enrichment of rural tourism, the demand and taste of rural tourism tourists are also increasing, and in terms of shopping, most of the rural tourism can only provide low-value-added commodities such as local native products, and if they cannot establish their own brands or endow local specialties with cultural creativity and connotation, the final development will still be greatly limited [3].

(4) Pollution caused by over-exploitation of tourism

Local governments or rural tourism enterprises continue to increase the development of rural tourism resources, which is likely to destroy the fragile ecological environment in rural areas. For example, the development of tourism activities and the construction of tourism facilities may cause serious pollution and landscape damage due to the imperfect management mechanism, and these pollution to the environment will hinder the long-term benefits of tourism, resulting in a vicious circle.

3.1.5. Combination analysis

(1) Seize the opportunity and develop advantages

In this portfolio, Li Lou Township needs to give full play to internal favorable conditions and external development opportunities. First, we should make full use of the advantages of good geographical location and actively rely on the superior environmental advantages of the surrounding areas to develop; Second, it is necessary to carry out the integration and upgrading of rural tourism resources, organically combine profound cultural heritage, good ecological resources and characteristic industrial projects, jointly develop and utilize, and promote the development of rural revitalization.

(2) Seize the opportunity and transform the disadvantage

In this combination, Lilou Township has key external opportunities, but it also faces problems such as a weak economic foundation, disorderly development management, and a lack of professional teams. Therefore, efforts must be made to overcome these headwinds in order to continuously enhance the positive impact of external opportunities. Specifically, we can further strengthen the efforts to attract investment and expand financial resources. At the same time, it actively connects with the higher-level agriculture, cultural and tourism departments, carries out festival publicity at a high frequency, and strives to carry out rural tourism festivals every quarter to continuously enhance the popularity of rural tourism in Lilou. In addition, it is necessary to strengthen the attraction and training of professional talents, and effectively enhance the branding and standardization level of rural tourism.

Table 2: Combined analysis

Internal environment analysis	Opportunity analysis	threat analysis
External environment analysis	The national rural vitalization strategy was implemented	Tourism products lack competitiveness
	A huge market for rural tourism	The tourism industry lacks advanced ideas
	Rural revitalization policies and tourism industry investment	Tourist demand and taste improvement
		Environmental pollution caused by development
Advantage analysis	Seize the opportunities and develop the advantages	Take advantage of it and reduce the threat
Good industrial base	Give full play to the geographical advantages and excellent resources	To meet the market demand, combine the local characteristics of culture and ecological resources, and develop multiple types of rural tourism products
Rich in ecological resources	Potential, relying on policy support, the development of rural tourism industry	Improve the ecological environment
A formed tourism brand		
Orderly and comprehensive management		

<p>Disadvantages analysis The economic foundation is weak Business sentiment is not strong Development and management chaos There is a scarcity of professionals</p>	<p>Seize the opportunity, transform the disadvantage We will improve our management functions and strengthen policy support and support Emphasize the characteristics of rural tourism products, and increase the publicity efforts Improve relevant policies and guarantees to attract professional management teams</p>	<p>Reduce the disadvantage and reduce the threat Learn from the successful experience of other regions to create a good environment for industrial development We will strengthen exchanges and cooperation in the development of rural tourism Strengthen the awareness of environmental protection</p>
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4. Analysis of the path of rural tourism to promote the development of rural revitalization

This paper summarizes the three major paths of rural tourism in Lilou Township to promote the development of rural revitalization: one is "company-led + villager shareholding", the second is "local government-led", and the third is "farm + travel", and analyzes the main advantages and shortcomings of the above three paths.

Table 3: Path analysis table of rural Tourism in Lilou Township

The main path	The main advantage	existing problem
The "local government-led" path	<p>Unified rural tourism planning, suitable for the development direction of regional tourism The government capital investment is large, to the villagers and the village infrastructure, the positive degree of high Has a more professional operation and management</p>	<p>Generally lack of professional team operation, can not, the formation of a good interest connection mechanism, low income or even basically no income Lack of subsequent maintenance and management funds</p>
"Company leading + villagers to buy shares" path	<p>Can maximize the development of rural tourism resources, to achieve the maximum income Farmers buy, can employment increase income</p>	<p>Operating risk is high Overdevelopment leads to environmental damage Income distribution is not balanced, and farmers have low income</p>

Table 3: Path analysis table of rural Tourism in Lilou Township(continued)

The main path	The main advantage	existing problem
"Farm + tour purchase" path	The path is simple and easy to promote replication Help to quickly promote the employment of the villagers Family independent operation, low risk	Tourism projects are low-end, lack of local characteristics, easy to homogenization Drive the village collective to increase the income effect is not obvious

4.1. Analysis and suggestions of "local government-led" pathways

At present, the main driving force for the development of rural tourism in Lilou Township is still the local government, under the leadership of the local government, focusing on the basic work of rural tourism development such as regional planning, project construction and environmental governance. The path is mainly led by local governments, through the formulation of tourism plans by the government to determine the layout of all-for-one tourism, and increase government investment to improve road traffic, village appearance and other infrastructure. Most of these rural tourist attractions are public welfare attractions, with the main purpose of increasing tourist popularity and improving rural customs and civilization. In particular, due to the government-led development, the original ecological environment can be protected. In the short term, this path relies on government investment to build rural tourist attractions, and the results are fast, which can quickly optimize the living environment of villages and improve village infrastructure. In the long run, such rural tourism paths lack professional team operation, can not form a good interest connection mechanism, and the income is low or even basically non-profit. In particular, due to the lack of follow-up maintenance and management funds, many rural tourist attractions that have been built are facing difficulties and long-term development challenges.

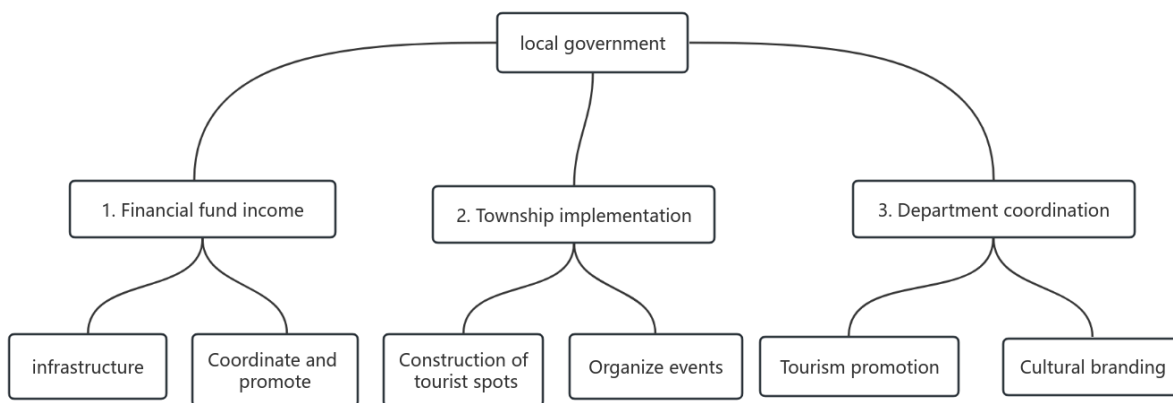


Figure 1: Two or more references

Suggestion: Create "one village, one product". Break through the mindset, scientifically plan the development of facility agriculture, take the construction of ecological tourism and leisure tourism demonstration base as the starting point, use the existing housing, develop characteristic home stay, give full play to the advantages of watermelon, nectarine, grapes and other characteristic agricultural resources, expand the planting area of pollution-free, green and organic agricultural products, and make every effort to promote the gathering of garden industries such as agriculture and forestry nurseries, economic fruit trees, flower gardening,

and bonsai planting. Strive to achieve "specialization, ecology, efficiency, and branding". With "tourism +" as the engine, in accordance with the modern agricultural industry model of "flower farm + forest farm + leisure and sightseeing tourism", we will build a "happy farm", carry out "pear tree adoption", and create a new orchard integrating picking and home stay, a business incubator for college students, a primary and secondary school agricultural production and labor research site, and a double innovation and innovation site in Longzihu District, so as to develop the rural tourism economy.

4.2. Analysis and suggestions on the path of "company-led + farmer shareholding".

In order to promote the construction of tourism projects, some villages in Lilou Township mainly adopt the method of village resource contracting, that is, the path of "company-led + farmer shares". The village collective will transfer the resources such as village land and idle houses to the tourism operation enterprises to create rural tourism industry projects, so as to quickly form an agglomeration effect and drive the employment of villagers and the income of the village collective.

The path takes the village collective as a bridge, and the village collective transfers the farmer's land to form a scale, and then contracts the land or idle collective assets to the rural tourism operation enterprise for the construction and management of scenic spots. Farmers and village collectives can obtain income by investing in land and idle assets or collecting rents, and farmers can also give priority to employment and work in rural tourist attractions, which is the path of tripartite cooperation between village collectives, enterprises and rural households. The advantage of this path is that under the premise of market-oriented operation, the professional team carries out the construction, packaging and operation management of rural tourist attractions, which can maximize the development and mining of rural tourism resources and strive for the greatest investment returns. Through this path, the investment of enterprises will be rewarded, the collective assets of villages will be appreciated, and rural households will be able to increase their income and find employment. The disadvantage is that the development path of rural tourism under the leadership of enterprises is easy to bring about ecological and environmental damage. At the same time, this path is highly risky, and once the operation is poor or other external reasons, it is difficult for enterprises to maintain, the income of the collective and villagers is directly affected, and it is difficult to restore the land and assets that have been contracted.

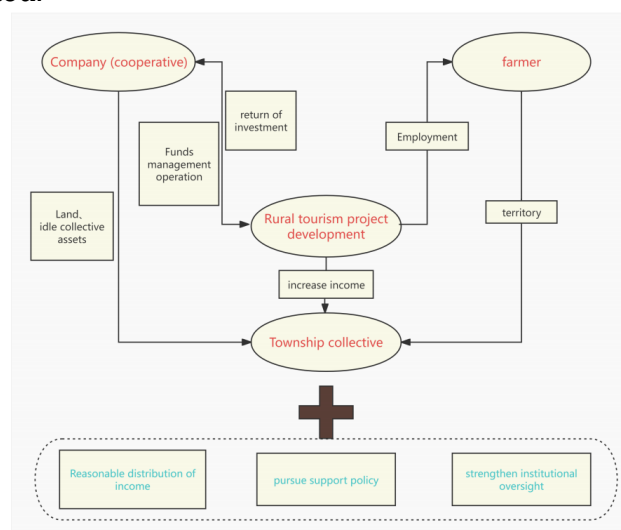


Figure 2: Example development path of Hongta Village, Lilou Township

Suggestion: Taking Hongta Village of Lilou Township as an example, Hongta Village is located in the south of Lilou Township, the village is surrounded by mountains and rivers, and has a good foundation for tourism development, which is very suitable for building a camping base in Lilou Township. Outdoor camping has become one of the most popular leisure and entertainment methods for young people. Lilou Township gives full play to the advantages of ecological resources, vigorously promotes rural tourism, and combines the construction of home stay clusters and camping camps to effectively promote the increase of farmers' income in the region and inject new momentum into regional economic development. The construction of suburban rural tourism projects can not only bring more vitality and productivity to rural tourism, but also truly provide sustainable development momentum for rural revitalization^[4].

4.3. Analysis and suggestions on the path of "family 'farm + shopping'" .

Another path to promote the development of rural tourism in Lilou Township is the model of "farm + shopping", relying on the unique natural resources and transportation advantages of Lilou Township, in accordance with the development idea of "appreciating peach blossoms, picking grapes, tasting delicious food, and visiting Lilou", to encourage farmers to revitalize land resources. This model relies on family farms to attract villagers in rural areas to participate in rural tourism management, and farmers work or invest in family farms, participate in the management and organization of rural tourism projects, and obtain labor returns or investment returns. The more representative ones are the high-end brand ecological demonstration parks created in Baligang Village and Jia'an Village, raising more than 300,000 poultry and hatching more than 10 million goose seedlings annually; We will continue to strengthen the standardization demonstration of animal husbandry in Dalu Village and Hongta Village, build and expand 5 standardized demonstration farms, and create 3 ecological recycling farms combining planting and breeding.

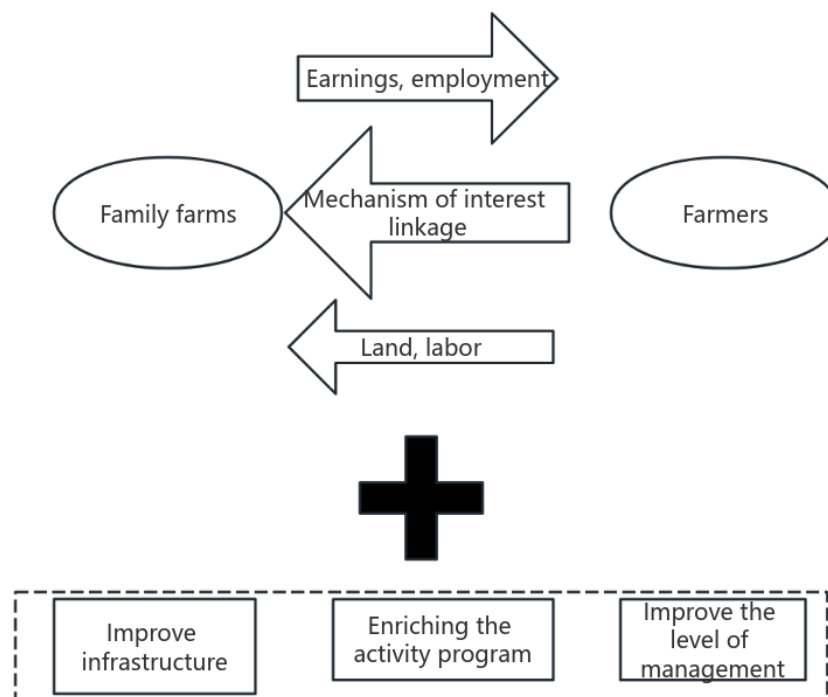


Figure 3: Path analysis of "family 'farm + shopping'"

Suggestion: Lilou Township has targeted policies, and rural revitalization has been accelerated. Zhangxiang watermelon, Jia'an nectarine, etc. are all characteristic and advantageous agricultural products in Lilou Township, on this basis, the establishment of peony, soybean, vegetables, economic forest, high-quality rice, pigs, dairy cows and other production bases.

Through online and offline linkage promotion, we will actively build a modern agricultural brand. At the same time, we will give full play to the leading role of science and technology demonstration households, improved breeding, and industrial agglomeration, and create a high-end brand ecological demonstration.

5. Conclusion

In the context of rural revitalization, the tourism industry in Lilou Township, Bengbu City has achieved certain results, but it is also facing many challenges. Lilou Township can rely on many resource advantages and development conditions, in accordance with the "local government-led" path, "company-led + farmers share" path and family "farm + shopping" path to promote the development of rural tourism, in the process of development to adapt measures to local conditions, make full use of local ecological resources, find a truly suitable development path.^[5] It is necessary to make full use of natural resources and transportation conditions, and create a modern agricultural brand with characteristics through offline and online linkage.

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