

Research on the Development Mode and Countermeasures of Rural Cultural Tourism Integration: Take Chaohu Sangua Commune as an Example

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Abstract

The promotion of the integrated development mode of culture and tourism of the academy has opened up a new path for the development direction and goal planning of the traditional rural tourism industry, and has also brought new opportunities for the development of rural tourism. By analyzing the rural cultural and tourism integration mode based on the integration of culture and tourism, and choosing the rural development tourism project of sangua commune in Chaohu City, Anhui Province as a case study, this paper studies the related problems such as weak foundation of rural tourism characteristic industry, single tourism product, low tourism cultural grade and imperfect infrastructure under the background of cultural and tourism integration, and puts forward the implementation path of cultural and tourism integration in the tourism destination of sangua commune. It can provide a theoretical basis for the current rural tourism planning and construction, with a view to providing reference for the development of rural tourism industry.

Keywords

Integration of Culture and Tourism; Development Mode; Rural Tourism; Sangua Commune.

1. Introduction

At present, in the new era, the integration of culture and tourism, as a combination of new things in the development of cultural industry and tourism industry, is also the development trend of cultural industry and tourism industry. The implementation of the integration of rural culture and tourism provides a practical basis for rural tourism to build a modern rural tourism industry system, and also drives the integrated development of primary, secondary and tertiary industries, which has become a key path to broaden the income channels of rural tourism destinations. The ultimate goal of extending the sustainable development of rural tourism industry chain is to promote the development of local economy, increase the sustainable source income of local villagers, and finally realize the development mode of sharing economy. The integrated development mode of culture and tourism is a new path for the development direction and goal planning of the traditional rural tourism industry in the past. At the same time, it also puts forward higher standards and requirements, and brings new opportunities for the development of rural tourism. At the same time, the integrated development of culture and tourism is also a new path based on the traditional rural tourism development model and planning and construction. The integration of rural culture and tourism has become a development mode and key force to realize rural revitalization and promote new urbanization. On the one hand, it can promote the traditional rural tourism industry to build a modern tourism industry system and increase the employment of local villagers. On the other hand, it can promote the improvement of rural public infrastructure, optimize the beautiful and

harmonious rural living environment, and become a new direction for the construction of beautiful villages.

With the continuous prosperity and development of rural tourism, the state has paid great attention to the rural tourism industry. The merger of the tourism sector and the cultural sector is undoubtedly a major change and development of culture and tourism, which indicates that tourism The development of tourism industry has ushered in new opportunities. As a new thing in the development of the new era, the integration of culture and tourism is the inevitable trend of the development of cultural industry and tourism industry. However, due to the increasingly significant homogenization development trend of tourism, most tourism destinations need to shape their unique brand personality to distinguish them from the same type of scenic spots. Therefore, local governments need to effectively formulate policies in line with the current actual situation in combination with local resource characteristics and development strategies to cultivate and build rural cultural and tourism integration. However, the integration of rural culture and tourism is still in its initial stage. Facing the problems of imbalance of industrial structure, shortage of differentiation, insufficient infrastructure construction and so on, how to achieve high-quality development of rural culture and tourism integration based on rural characteristic industries and resources. Therefore, exploring and studying the development strategy of rural culture and tourism industry integration has certain practical guiding significance.

2. Development Status of Cultural Tourism Integration in Chaohu Sangua Commune

Located in Chaohu City, Anhui Province, sangua commune is built on the basis of Bantang international hot spring resort. It is composed of three villages: winter melon village, pumpkin village and watermelon village. It takes the local ancient and simple villages and green ecology as the key elements of tourism development, and reshapes the Chaohu village with the farming folk culture of 3000 years ago. Build a rural folk culture tourism base integrating traditional folk culture, rural leisure tourism, e-commerce and beautiful rural construction. At present, with the strong support of national policies for the integration of culture and tourism, in order to change the original traditional agricultural development mode, sangua commune is also actively seeking and opening up new paths for economic development, transforming to diversified characteristic villages, and building three villages with their own characteristic functions: watermelon Food Village, winter melon folk village and pumpkin e-commerce village. At present, it has formed a number of theme projects, such as characteristic farmhouse, folk house and lodging, tulip highland, fishing base, folk custom workshop, handicraft workshop, agricultural products exhibition hall, etc.

The construction of sangua commune was jointly completed by Anhui Chaohu Economic and Technological Development Zone and Anhui Huaishang group. In order to actively strengthen the coordination and promotion among departments, the local government took the rapid and good implementation of the construction of sangua commune as the common goal, complied with the needs and particularity of the e-commerce industry, and optimized and adjusted the industrial and commercial tax registration and management system. At the same time, sangua commune cooperates with a number of financial institutions to provide small loan guarantee and financing services for settled enterprises, so as to help small and medium-sized enterprises solve their financial problems. It aims to attract more small and medium-sized enterprises to settle in the town. Through the strong support of the local government, it actively responded to the National Rural Revitalization Strategy, promoted the high-quality development of characteristic rural tourism, broadened the income source channels of local villagers, and promoted the integration of local industrial chains. Sangua commune should take tourism as its

development foundation, deeply tap its unique characteristics of existing characteristic resources, deeply integrate rural traditional folk culture with tourism, take the development of Internet e-commerce as the driving force, take the integrated development of rural culture and tourism as the main path for the development of sangua commune, and establish a human resource market for rural workers' employment according to the principle of proximity, Explore and study the new mode of integrated development of rural culture and tourism industry.

3. Problems in Cultural and Tourism Integration Development of Chaohu Sangua Commune

As a rural cultural and tourism integration project base, sangua commune has made good achievements in the diversity of tourism products, the reconstruction and construction of scenic spots, and the improvement of infrastructure after continuous construction and development in recent years, but it is undeniable that sangua commune has also exposed many problems and deficiencies in the process of construction and development.

Throughout the development of the tourist attractions of Chaohu sangua commune, most of them focus on sightseeing. Neither the characteristics of the scenic area nor the leisure experience can achieve the desired effect, and do not have obvious regional characteristics. Based on the fact that the traditional sightseeing scenic spots can not make full use of resources, and their own connotation construction is not very obvious, compared with other rural tourism destinations of the same type, tourists spend less time in Chaohu sangua commune, which is far from shaping the brand personality and tourists' experience of Chaohu sangua commune. The traditional folk culture of Chaohu sangua commune has not been effectively highlighted, and its product development and design do not have obvious characteristics.

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With the continuous improvement of people's living standards and quality of life, it has always been the long cherished wish of the people to enjoy life better, and national tourism has become the norm. Rural tourism, cultural tourism and feeling rural life are the ideal travel modes in the hearts of many people. As a characteristic town, it should not only have its own characteristic industrial chain for sustainable development, but also promote the development of the tourism industry in the town. As one of the important sectors of the economic benefits of the characteristic town, the tourism industry plays an indispensable role. The coordinated development of tourism industry, cultural industry and characteristic industry is an important path for the future development of the town. However, at present, due to its geographical location, tourism heritage, brand awareness and other disadvantages, it is difficult to achieve the linkage effect between industries. The development of tourism industry needs to be improved.

4. Cultural and Tourism Integration Path of Chaohu Sangua Commune

At present, domestic homogeneous rural tourism products are overwhelming, basic farmhouse entertainment is everywhere, and beautiful villages spread online are everywhere. When carrying out the work of integrating culture and tourism to develop rural tourism, sangua commune should base itself on creating regional unique advantages, guide all localities to deeply explore the connotation of rural history and culture, find out the characteristics to retain nostalgia, and extend it to the unique core attraction of rural tourism. The tourism image of sangua commune should adhere to the principles of strong extension, large capacity and high starting point, fully display the open spirit and the spirit of keeping pace with the times of sangua commune, and attract users of different classes and ages to visit by displaying its images in different development periods. The overall image positioning of the tourist destination of sangua commune can be considered: it can be refined from the perspective of a regional tourist destination relying on Waterscape resources, taking water leisure and entertainment as the main line, featuring folk customs and farming culture, and supplemented by other natural and cultural landscapes, so as to make it a new element of the tourism image positioning of sangua commune. First of all, we should do a good job in the inheritance and innovation of traditional cultural brands to meet the needs of tourists for sightseeing and entertainment. The traditional culture nurtured by the three melon commune is of great significance and far-reaching influence, but if it is presented only through the exhibition hall, it will be too rigid to fully explain the rich connotation of the spirit. Therefore, it is necessary to strengthen exploration and innovation to show the traditional cultural connotation of the scenic spot in vivid forms such as drama, song and dance, so as to meet the needs of consumers to the greatest extent; Secondly, it should be fully integrated into traditional culture and education to increase the entertainment in the process of tourism. For example, the construction of relatively complete leisure, entertainment and farmhouse entertainment, rural courtyards and various experience projects with local flavor will promote tourists to have fun and have fun. Finally, further implement the infrastructure construction, improve and perfect the construction of various supporting facilities and services, such as restaurants, parking lots, agricultural products trading markets and public transport to and from nearby cities, so as to fully meet the needs of tourists for food, housing, transportation and consumption, and make tourists feel meaningful, fruitful and happy in the process of playing.

implement the brand marketing strategy, create characteristic tourism products, systematically integrate resources, adjust the spatial layout, give priority to the construction of key scenic spots (spots), and carefully design tourism routes and tourism commodities according to the economic foundation of sangua commune. We should focus on refining the regional folk culture and highlight the red culture; Based on the current situation of tourism resources in sangua commune, scientific planning is used to meet the actual needs of the market and create a variety of tourism commodities with regional characteristics, such as handicrafts, food, tourism souvenirs and so on. The ideas of rural tourism brand management in sangua commune can be considered as follows: integrating resources, systematic operation, transforming mechanism and effective marketing. "Follow the characteristic road, develop key scenic spots in a coordinated way", concentrate human, material and financial resources, shape and spread the overall tourism image of sangua commune, and package and promote the entire tourism industry of sangua commune. Further implement the brand awareness communication, actively carry out marketing work through various rationalized means, and enrich the connotation construction of sangua commune. In the construction of tourism brand, it truly realizes "industry as the key link, product as the goal, brand communication, scenic spot marketing, virtual and real use, step-by-step implementation"

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