

INTEGRATED DEVELOPMENT STRATEGY OF TOURISM ECONOMY IN RURAL AREAS IN THE CONTEXT OF THE BELT AND ROAD INITIATIVE

ESTRATEGIA DE DESARROLLO INTEGRADO DE LA ECONOMÍA TURÍSTICA EN ZONAS RURALES EN EL CONTEXTO DE LA INICIATIVA DE LA FRANJA Y LA RUTA

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Abstract

The Belt and Road is an important manifestation of global economic integration, which brings both new challenges and new opportunities to the tourism economy in rural areas. With the continuous advancement of the Belt and Road, the tourism market is undergoing earth-shaking changes, so it is necessary to seize the opportunity brought by the Belt and Road and make rural tourism bigger and better. Rural tourism is an important part of the tourism market, which can not only greatly promote the rapid growth of tourism economy, but also benefit the development of rural economy. It is one of the effective measures for the country to revitalize rural economy. The article shows the importance of China's rural tourism economy in the context of the Belt and Road initiative. The factors to be taken into account in the integrated development strategy of the rural tourism economy are presented.

Keywords: The Belt and Road, economic integration, rural tourism, innovative talent, innovation

Resumen

La Franja y la Ruta es una manifestación importante de la integración económica global, que trae tanto nuevos desafíos como nuevas oportunidades para la economía del turismo en las áreas rurales. Con el avance continuo de la Franja y la Ruta, el mercado del turismo está experimentando cambios trascendentales, por lo que es necesario aprovechar la oportunidad que brinda la Franja y la Ruta y

hacer que el turismo rural sea más grande y mejor. El turismo rural es una parte importante del mercado turístico, que no solo puede promover en gran medida el rápido crecimiento de la economía turística, sino que también puede beneficiar el desarrollo de la economía rural. Es una de las medidas efectivas del país para revitalizar la economía rural. El artículo muestra la importancia de la economía del turismo rural de China en el contexto de la iniciativa una Franja y una Ruta. Los factores a tener en cuenta en la estrategia de desarrollo integrado de la economía del turismo rural se presentan.

Palabras clave: La Franja y la Ruta, integración económica, turismo rural, talento innovador, innovación

Introduction

The People's Republic of China, which in recent years placed its economy among the strongest in the world, amidst the controversy that serious global problems cause and with its determination, from its political system, it was proposed to take advantage of all the opportunities identified to the stimulation of the integral and sustainable development of the country.

The policy of the State and of the Communist Party of China gave priority to tourism as an important sphere of human activity, capable of promoting social development, based on the triad, natural resources, cultural tourism and economic development, and with this a notable advance was achieved, recognized by the United Nations World Tourism Organization.

In 2019, China's domestic tourists reached 6.01 billion, and domestic tourism revenue was 5.73 trillion yuan, which produced a large increase in the tourism industry and people's pockets, roughly estimated by 10%. However, the epidemic situation caused by the new coronavirus COVID-19 constitutes a challenge for the world, and in this area the sustained growth of tourism is affected. It is estimated that for each day of stagnation in China's tourism industry, the loss of revenue is 17.8 billion yuan.

In recent years, the Belt and Road has been one of the main ways of our outward economic construction, which has had an important impact on our economic development and has also given great inspiration to rural tourism. As an important measure to revitalize the rural economy rural tourism has been highly valued by society and the government. The integration of rural tourism economy is an inevitable trend in the development of foreign rural tourism. Rural tourism drives the development of the rural economy, and the rural economy also promotes the pace of rural tourism construction. They are mutually reinforcing each other.

The Belt and Road not only brings good resources to rural tourism, but also makes rural tourism face huge competition and lack a novel rural tourism model that is one of the main reasons for the slow development of rural tourism. The government should make good use of opportunities brought by the Belt and Road, strengthen the guidance of rural tourism, constantly optimize resources and cultivate innovative talents, so as to promote the friendly development of rural tourism.

This article highlights the importance of integrated development of the tourism economy in rural areas in the context of the Belt and Road. It also presents the challenges, opportunities and factors to take into account to achieve success in the integrated development strategy in the rural tourism economy in China.

Materials and methods

The research is supported by an analysis of the importance and current situation of rural tourism in China in the context of the One Belt and One Road Initiative. Challenges, opportunities and factors and aspects to be taken into account that should be strengthened in the integrated development strategy of the rural tourism economy are specified. The main factors to take into account are:

1. To strengthen infrastructure construction of rural tourism.
2. To strengthen the integrated development of rural tourism industry.
3. To strengthen government control and actively introduce outstanding talents.
4. To change traditional tourism mode and attach importance to innovation.

Importance and current situation of the integrated development of tourism economy in rural areas in the context of the Belt and Road Initiative

- Importance of the integrated development of tourism economy in rural areas in the context of the Belt and Road Initiative

Rural tourism mainly takes rural scenic spots as the main front, and takes natural scenery and rural culture as its content. It provides travelers with a beautiful natural environment, and visitors can approach nature to meet the needs of the natural environment. The slow pace of rural life, the beautiful living environment, and the rustic personality of the villagers not only give visitors a different concept of life and leisure, but also make them truly feel the local national culture. Guided by the policy of the Belt and Road, it provides opportunities for rural tourism in many places, for instance, the picturesque Shaanxi has left a deep impression on tourists and attracted large numbers of tourists from home and abroad, promoting the development of local economy effectively. Rural tourism has a unique geographical environment, a long history and culture, and national preferential policies, which ensure the integrated development of rural tourism economy.¹ The characteristic tourism industry is one of the important ways to attract tourists to watch. For example, Gansu has the advantage of natural geographical environment, and there are a large number of representative rural buildings between several major cities. Many tourists come to watch inexplicably. Coupled with the local ethnic culture, it continues to attract people to give a visit. In the context of the Belt and Road, the tourism industry has strongly supported the rural economy, and the government has increased its emphasis on rural industries. The income of farmers has been effectively raised to continuously meet people's living needs.

- Current situation of the integrated development of tourism economy in rural areas in the context of the Belt and Road Initiative

In the context of the Belt and Road Initiative, there are great differences in the development of rural tourism in different rural areas. Each region needs to develop more distinctive rural tourism resources according to the local conditions. The Belt and Road has brought opportunities to rural tourism, but the rural tourism in some parts of China has developed rather late, and there are obvious limitations. For example, some ethnic minority areas have special culture, which can effectively attract tourists in a short period of time and make the local economy develop friendly. However, the lack of professional talent management makes the tourism projects have not been innovated, and the rural tourism develops extremely slowly. In some rural areas, the awareness of tourism economic development is relatively weak. Although there are good tourism resources, the local farmers miss the stereotype and the awareness of tourism development is not strong.

The only tourist spots are not only small in scale, but also poor in service, which seriously hinders the development of local tourism economy. In some areas, the society and the government do not pay enough attention to rural tourism, which leads to the lack of local infrastructure and seriously affects the process of rural tourism integration. The infrastructure is not up to standard, and there are security risks. Once there is a security accident, it not only affects tourists' tourism experience, but also threatens their life and property security.²⁻³ On the whole, in the context of the Belt and Road, there is a certain gap in the development of tourism economy in various regions. The government should play the role actively guide the develop of the untapped tourism economic zones. For regions that have already developed tourism economy, the government must encourage continuous innovation of tourism mode and enhance service quality, so as to promote sustained regional economic growth.

Integrated development strategy of tourism economy in rural areas in the context of the Belt and Road Initiative

1 To strengthen infrastructure construction of rural tourism

The construction of rural infrastructure is the foundation of rural tourism economic integration. The improvement of infrastructure and living environment is the basic guarantee for the upgrading of rural tourism. Rural tourism, infrastructure improvement and environment improvement complement each other. The improvement of rural environment creates conditions and lays a foundation for rural tourism. If rural tourism is well done, it will greatly promote the improvement of rural environment. In the development of tourism resources, measures such as tourism development and pollution control can be taken to achieve both environmental and tourism benefits.⁴⁻⁵ We should build a model of "infrastructure improvement and human settlements improvement", and then develop rural tourism. The beautiful natural environment attracts more and more tourists to Lujia village in the city of Huzhou to take small trains, visit farms and experience farming activities. The key to the coordination and progress of tourism and environmental improvement is to comply with farmers' expectations for a better life, and implement the integrated operation of investment, construction, management and

transportation by combining the landform, folkways and industrial characteristics according to the requirements of adapting to the style of the scenic spot and matching with tourism elements, and by taking the harmless treatment of rural garbage and sewage and the improvement of village appearance as the main direction of attack.

At present, with the implementation of the strategy of Rural Revitalization and the in-depth implementation of poverty alleviation, China has increased its attention to and its investment in rural infrastructure and the appearance of rural areas has gradually improved.⁶⁻⁷ The action plan has provided policy guarantee for the improvement of rural infrastructure, human settlements and rural tourism.

2 To strengthen the integrated development of rural tourism industry

The integrated development of rural tourism industry is an important direction of rural tourism development. Rural tourism can develop friendly only on its own, and only by exerting its own characteristics can it attract more tourists. In the context of the Belt and Road, tourism in some rural areas has been brought to life and the economy has developed rapidly, while in some areas, rural economy has developed slowly, and it has also affected regional economic development. The main reason is that the products of tourism projects are too scattered, and an effective tourism chain has not been formed, which makes it difficult to attract tourists. Rural tourism agencies should develop more local tourism economic industrial chains based on their own regional environment and cultural advantages to provide tourists with more tourism products and improve their core competitiveness.⁸ In the rural tourism industry, soil construction, agriculture, forestry, etc. are all important resources, providing tourists with unique dishes and unique accommodation. They form a unique integrated tourism service and attract tourists from all over the world.

3 To strengthen government control and actively introduce outstanding talents

With the social and economic progress, our country will soon usher in a well-off society. The economic development of rural areas has become an important part of the work of the regional government. The government should strengthen control, do a good job in guiding projects and talents, help rural tourism to carry out scientific and reasonable planning, and make rural tourism develop steadily. In the construction of the rural tourism economy, they should make steady progress, and focus on innovation to develop distinctive rural tourism projects. Tourism projects should be diversified to meet the needs of different groups of people. Manpower is an important resource in the development of rural tourism. Only by actively introducing excellent talents, can we lead the countryside on a better path. Villages should introduce the effective system for introducing talents, establish a strong management talent system, focus on building villages by villagers, and encourage outstanding talents from the region to come back to build villages. The development of rural economy is inseparable from talents and management. Only excellent talents can do a good job in tourism management and build a complete management system for rural tourism.⁹⁻¹⁰ Since many places have implemented local protection policies, they have restricted the development of rural tourism in the long run. Without competition, there is no motivation, and rural tourism construction will stall. The government should strengthen

management and control, start with the introduction of talents, change the traditional concept of tourism management, and promote the integrated development of rural tourism economy with the support of the Belt and Road Initiative.

4 To change traditional tourism mode and attach importance to innovation

Villages in different areas have different regional resources. Rural tourism should develop tourism projects in combination with local resources. There are many kinds of rural tourism projects, which are not only developed according to the geographical environment, such as sightseeing experience, but also developed according to the historical culture, such as looking back on the history and feeling the beauty brought by the history. Regardless of any village, its tourism industry should be carried out in combination with local conditions to save expenditure and increase the core competitiveness.¹¹ It is important that, while developing tourism, we should not only steadily improve the local economy, but also protect the environment. We should not get high profits by damaging the environment. In the long run, it will inevitably restrict the development of local economy. The Belt and Road is the same as the goal of rural tourism, which is to revitalize the countryside and make people live a better life. Locals must change their traditional tourism concepts and innovate their thinking, and take advantage of preferential policies of the Belt and Road to coordinate the development of tourism and realize the revitalization of rural economy.

Finally, in order to promote the sustainable-development of rural tourism, we should adhere to the principle of adapting measures to local conditions, make full use of the original natural resources, stick to the coordinated development of ecological benefits and economic benefits, and take the road of sustainable-development.¹²

Conclusions

All in all, in recent years, tourism has developed vigorously, it's creating a huge economy for the society, and rural tourism plays an important role in the tourism market. The policy of the Belt and Road has opened up a huge market for tourism and rural tourism has also faced challenges and opportunities. The development of rural tourism will inevitably promote the development of rural economy and benefit the people.

Leaders for development of rural tourism should his innovative thinking, and seize the opportunities brought by the Initiative to strengthen the infrastructure construction of rural tourism. The government should improve its control and management, actively introduce talented people, change the traditional tourism mode, and innovate the rural tourism mode to make the integrated development of tourism economy in rural areas.

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