Construction of the Connotation and Its Theoretical Analysis Framework of Sustainable Development of Rural Tourism in the Context of New Urbanization

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Abstract. With the continuous advancement of new urbanization in China, the problems of "agriculture, rural areas(RA) and farmers" in China have been gradually solved effectively, and on this basis, the development of rural tourism has also been rapidly promoted. New urbanization and rural tourism(RT) promote each other. On the one hand, the construction of new urbanization promotes the generation of RT; on the other hand, the development of RT promotes the further construction of new urbanization. However, there are also a series of problems in the development of RT in China. The purpose of this paper is to analyze the sustainable-development of RT, construct the relevant theoretical analysis framework, and provide theoretical guidance for the sustainable-development of RT. This paper starts from the concrete connotation of the sustainable-development of RT, comprehensively analyzing the connotation of the sustainable-development of RT from different dimensions, and constructing the theoretical analysis framework by means of index weight calculation. The experimental results show that the connotation of the sustainable-development of RT is extremely rich. To truly realize the sustainable-development of RT, it is necessary to construct the theoretical analysis framework of the development model of RT in order to provide positive and beneficial guidance for the sustainable-development of RT.

Keywords: New Urbanization, Rural Tourism, Sustainable-development, Index Weight

1. Introduction
With the continuous progress of China's economic level and the acceleration of new urbanization construction, China's tourism market is gradually rising, with the RT market expanding at the fastest speed [1]. Although China's RT industry started late and the starting point is low, but its development speed is very fast. Especially in recent years, it has grown in a straight line. However, compared with western developed countries, there are still many problems in the development of RT in China, among which the most obvious ones are the shallow understanding of concept connotation and the unscientific development model [2-3]. These two main problems seriously hinder the
sustainable-development of RT in China. The sustainable-development of RT not only affects the future development trend of China's tourism industry, but also has a profound impact on China's rural economic development and the solution of the three agricultural problems \[^4\]. Therefore, it is particularly important to conduct in-depth research on the construction of the connotation and its theoretical analysis framework of RT sustainable-development under the background of new urbanization \[^5\].

The concept of sustainable-development is the inevitable outcome of social development at a certain stage and also the development concept advocated by the whole world, which emphasizes the coordinated development of society, economy and nature \[^6-7\]. So is the sustainable-development of RT, which emphasizes the coordinated development of rural economy, culture and environment, none of which can be biased or ignored. The goal of sustainable-development of RT is multi-level, in order to realize the sustainable-development of rural culture, society, economy and ecology \[^8-9\]. At present, domestic and foreign scholars have conducted in-depth researches on RT. Beginning in the 19th century, foreign studies on RT started relatively early, focusing on the concept of RT and its relationship with sustainable-development, and exploring the path for the development of RT \[^10-11\]. However, these studies are based on the development of their respective countries and are not fully adapted to China's national conditions. The research on RT in China started relatively late in the early 1990s. At present, researches on RT in China mainly focus on development mode, impact of RT on economic development, feasibility analysis and other aspects \[^12-13\]. To sum up, there are relatively few researches on the sustainable-development of RT at home and abroad, which need to be explored harder.

In order to deepen researches on RT sustainable-development, starting from the concrete connotation of the sustainable-development of RT, based on a large amount of data, this paper comprehensively analyzes the connotation of the sustainable-development of RT from the different dimensions and builds the theoretical analysis framework of its development model with the aid of index weight calculation \[^14-15\]. On the one hand, it promotes the sustainable-development of RT in the context of new urbanization; On the other hand, it lays a theoretical foundation for the future relevant researches.

2. Method

2.1 Connotation Dimension of sustainable-development of RT

The concept of sustainable-development of RT can be simply summarized as developing RT and continuously improving economic development based on the characteristic resources of RA and guided by the concept of sustainable-development. The sustainable tourism development charter has multi-dimensional provisions for the concepts and connotations of the sustainable tourism development. Basically, the theories of the RT sustainable-development are consistent with those of sustainable tourism, which is endowed with rich connotation under the background of new urbanization, involving market demands and supplies and demand, resource sustainable utilization, resource space matching, etc. This paper will elaborate the connotation of sustainable-development of RT from the following main dimensions:

(1) Dimension of market supplies and demands

The sustainable-development of RT is firstly reflected in the dimension of market supplies and demands, a balance of market supplies and demands being a must in the sustainable-development of RT. If the supplies of RT are greater than the demands of residents, the RT market will be depressed; if the demands of RT are greater than the supplies, the tourism experience of tourists will be seriously affected, both of which will bring adverse impacts on the development of RT. Therefore, the sustainable-development of RT should first realize the combination of RT and economic development, with the primary purpose to promote the economic living standards of local residents in particular. Then, RT should provide tourists with high-level and high-quality tourism experience.

(2) Overall planning of urban and RA
From the perspective of urban-rural integration, the connotation of sustainable-development of RT is to focus on the coordinated development of RT and urban tourism, realize the balance among RT and production and life. On the premise of orderly development, we should work hard to realize the sustainable coordinated development of rural environment and economy. The overall planning of urban and RA provides scientific guidance for the sustainable-development of RT. Based on the overall development of urban and RA, the "four-in-one" approach should be implemented in the development of RT, which is the integration of tourism development, social construction, environmental construction and economic construction, so as to effectively connect urban tourism with RT. In this way, the problems existing in RT can be solved effectively, and the goal of promoting agriculture and enriching peasants through tourism can be achieved finally.

(3) Behavioral subject dimension

From the perspective of behavioral subject, the sustainable-development of RT is to get rid of the single subject regulation and control in the development process and realize the multiple game equilibrium in the development process of RT. The sustainable-development of RT requires diversified subjects to participate in and jointly promote its development. The main behavioral subjects include government, market, enterprises, farmers and tourists. The diversified game of RT development mainly refers to taking the government as the main body, the market and enterprises as the auxiliary body, taking the opinions of farmers and tourists into comprehensive consideration, and realizing their complementary advantages. The sustainable-development of RT requires the diversified cooperation and efforts of different behavioral subjects, the negligence of which will have a negative impact on the sustainable-development of RT.

2.2 Index Weight Calculation

In order to construct the theoretical framework of sustainable-development of RT, it is necessary to first establish the relevant index system and calculate the weight of relevant indicators. Here, a 1-9 degree weight labeling method is adopted. Different indicators are labeled in layers according to the calculation results to determine the importance of different indicators. The specific calculation formula is as follows:

\[ A = W_n / W_1 ... W_n / W_n = (a_{ij})_n \times n \]  

In the formula A represents a specific index, n represents the characteristic root of index A, and W represents each component vector of the characteristic vector of n corresponding to A. In order to ensure the accuracy of the index results, they should be tested. The specific test formula is as follows:

\[ C = (\lambda_{\text{max}} - n) / n - 1 \]  

In the formula, lambda Max represents the maximum eigenvector value.

3. Experiment on Theoretical Framework Construction of RT sustainable-development

The first step is the research and analysis of the development status of RT. We refer to relevant materials and websites, conduct data survey on current RT development, analyze the data of RT development and get the analysis of the current situation of RT development. Only on the basis of analyzing the present situation can we put forward the correct solution to the existing problems.

The second step is the investigation and classification of sustainable-development mode of RT. Based on the existing sustainable-development models of RT at home and abroad, this paper sorts out the most scientific and effective development models and classifies them. The purpose of the investigation and classification of the existing sustainable-development mode of RT is to provide reliable support for the exploration of sustainable-development mode under the construction of new urbanization.

The third step is the establishment of the important index of the theoretical framework.

The fourth step is the establishment and formation of the theoretical framework of RT sustainable-development.
4. Discuss

4.1 Experimental Results and Analysis

Based on the experiment we can conclude that scholars both at home and abroad explore the modes of RT sustainable-development. In combination with the existing modes at home and abroad, under the actual background of the new urbanization, this paper puts forward the ecological farm tourism economic cycling mode and operation mode from the perspective of the humanities. The specific experimental data are shown in table 1 and figure 1. The data in the chart is the result of the author's experimental processing.

**Table 1.** Comparison of RT development modes at home and abroad

| Development model                  | Sustainable-development effect |
|------------------------------------|-------------------------------|
| Eco-building model                 | 76.54%                        |
| Family pattern                     | 72.17%                        |
| Autonomous ecological model        | 80.69%                        |
| Life experience model              | 75.62%                        |
| Agricultural tourism model         | 72.17%                        |
| Recreational mode                  | 73.54%                        |
| Rural experience model             | 73.17%                        |
| Eco-tourism model                  | 80.61%                        |

*Data came from the in-depth analysis of financial data in the experiment

![Figure 1. The proportion of factors in the development mode of RT](image)

As can be seen from table 1, a series of explorations have been made on the development modes of RT at home and abroad, including ecological architecture, families, ecological autonomy and life experience model in foreign countries and agricultural sightseeing, leisure and entertainment, rural experience and ecological tourism mode in China. These modes have achieved some certain results, but have not yet achieved the desired results. As can be seen from figure 1, the existing domestic and foreign modes consider the most on economic circulation and humanity, with the two of which accounting for more than 70%. Based on the above results, this paper puts forward the sustainable-development theory mode which combines the eco-farm tourism economic circulation mode with the operation mode from the humanistic perspective.
4.2 Components of Theoretical Framework of RT sustainable-development

(1) Eco-farm tourism economic circulation mode
The eco-farm tourism economic circulation mode requires the development of RT to adapt measures to local conditions, making full use of the original natural and agricultural resources, realizing the comprehensive development of agricultural tourism in such aspects as ecology, production, education and leisure and the dual coordination of economic and ecological benefits. During the operation of the Eco-farm mode, the planting and breeding industry at that time can be used for ecological production and management, providing a variety of recreational items such as picking, crop viewing and fishing. Agricultural products will be vigorously developed to obtain the maximum profits, which will be used to strengthen the infrastructure construction and protect the ecological environment of the farm, so as to promote the effective use of various resources in the farm and the economic recycling.

(2) Operation mode from the perspective of humanity
Human is the most fundamental factor in RT, so the sustainable-development of RT should fully consider the human factor. Considering the humanity factor, the operation mode of "enterprise + cooperative + peasant household" can be adopted in the development of RT. In other words, farmers transfer the management rights of their land to enterprises, which provide scientific guidance for land ecological construction, and cooperatives play the role of coordinators. According to the principles of sustainable-development of RT, rural land should be reasonably developed and utilized; farmers should be organized to carry out tourism rectification; tourism-related facilities should be constructed. At the same time, the original planting methods in RA should be changed to special planting of tourist plants. The most important thing is to make a reasonable distribution of the income from tourism to protect the interests of farmers to the maximum extent, so as to realize the coordination between the tourism development and the interests of local farmers, and mobilize the enthusiasm of all farmers in the construction of RT.

The above two modes together constitute the theoretical framework for the sustainable-development of RT. On the one hand, the surplus rural labor force is utilized for tourism construction to promote the mutual cooperation of farmers, enterprises and relevant administrative departments, forming the resultant force for RT construction. On the other hand, the rural resources are rationally used and economically recycled to promote the sustainable-development of RT.

5. Conclusion
The new urbanization requires the coordinated development of urban and RA and the construction of beautiful countryside, which provides an important opportunity for the development of RT. The development of RT further promotes the construction of new urbanization. At present, there are still many problems in the development of RT in China, which are not conducive to the sustainable-development of RT. In order to promote the sustainable-development of RT, 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.

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