Model on Problem Characteristics and Sustainable Development of Rural Tourism in Guangdong Province Based on Type Attribute

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\textbf{Abstract.} The 19th National Congress of the Communist Party of China stressed the new urbanization strategies, pointing out the promotion of the development from traditional urbanization to new urbanization, which contains the development characteristics as urban and rural overall development, industry interaction, economical and intensive land and harmonious development. It aims to solve the issues relating to agriculture, farmers and rural areas with the strategy of rural vitalization which takes rural tourism as the starting point to drive the development of rural economy, and then realizes the new urbanization. The purpose of this paper is to study the problem characteristics and corresponding classification of rural tourism in Guangdong and establish the sustainable development model of rural tourism in Guangdong. This paper starts from the perspective of rural revitalization, takes the new urbanization as the background, combines the theoretical basis and the realistic environmental factors, extracts the development appeals, existing main problems and causes of rural tourism in Guangdong, and classifies them by combining the characteristics of resource types and other factors. On this basis, combining with the successful experience of rural development at home and abroad, this paper puts forward the selection of the pedigree of sustainable development mode of rural tourism in Guangdong, and the differentiated and targeted design responding to control countermeasures and safeguard mechanism of sustainable development of rural tourism in Guangdong in the context of new urbanization. The experimental results show that the establishment of the sustainable development model of rural tourism can effectively alleviate the existing problems in rural tourism, promote the development of new urbanization and realize the strategy of rural revitalization.

\textbf{Keywords:} Type Attribute, Rural Tourism, Problem Characteristics, Sustainable Development
1. Introduction

The construction of new urbanization is the only way to build a modernized country, and also the key path to solve the current problems of agriculture, farmers and rural areas. At the same time, it can further promote the growth of rural tourism [1]. With the increasing emphasis on tourism in rural areas, the status of tourism has been continuously improved. Rural tourism has been further transformed from independent economic models such as "farmhouse" to large-scale unified models such as "tourism resort" [2]. Therefore, how to effectively stimulate the development of rural tourism, especially the sustainable development of rural tourism, has become an urgent problem to be solved [3].

For the early research on rural tourism, foreign scholars mainly focused on the concept of countryside tourism, the significance of development, development conditions, development modes, rural tourism planning and design, problems existing in rural tourism, development strategies and so on [4]. With the continuous in-depth progress of countryside tourism in foreign countries, foreign scholars have also begun to study the causes, functions, sustainable development, community participation, benefit distribution, employment and dynamic mechanism of population and rural tourist management, gradually deepening their understanding [5]. The definitions of other connotations of rural tourism and the modes, strategies and experiences of how to develop rural tourism in countries around the world are all based on their specific national conditions, lacking pertinence and universality [6]. Compared with foreign countries, the research on rural tourism by Chinese scholars started relatively late in China, and related researches also developed gradually with the rise and gradual evolution of modern rural tourism in China [7]. The domestic research on rural tourism mainly focuses on five aspects: the concept of rural tour; the significance, conditions and modes of rural tour progress; planning and design of rural tour; existing problems and growth strategies of rural tourism; experiences references of the growth of rural tour abroad [8]. However, in the context of new urbanization, these studies lack timeliness and are not analyzed in combination with specific cities, thus they are not representative [9].

Therefore, in the context of new-type urbanization, this paper extracts the development appeals, main problems and causes of rural tourism in Guangdong, and classifies them according to the characteristics of resource types and other factors [10]. Combining with the successful experience of rural development both at home and abroad, it puts forward the selection of the pedigree of sustainable progress mode of rural tour in Guangdong, and the differentiated and targeted design responding to control countermeasures and safeguard mechanism of sustainable growth of village travel from such dimensions as resources development and utilization and protection, the pluralistic behavior subject interest coordination, regional, urban and rural overall coordination, market supervision and management, financing channels design, space layout and planning design in the context of new urbanization [11]. The establishment of a sustainable development model of rural tourism can effectively alleviate the problems existing in rural tourism, accelerate the economic growth in rural areas and realize the strategy of rural revitalization [12].

2. Method

2.1 Research Key Points and Difficulties

The research focus of this paper is to sort out the development demands of rural travel in Guangdong according to relevant literature, and find out the problems existing in the progress of rural travel and the relevant reasons in Guangdong. According to the types of resources, the problems of rural tour growth in Guangdong are classified, which is conducive to the subsequent relevant suggestions. The research difficulty of this paper is to consider establishing the sustainable development model of rural tourism in Guangdong differently and pertinently from the six dimensions as resources development and utilization and protection, the pluralistic behavior subject interest coordination, regional, urban and rural overall coordination, market supervision and management, financing channels design, space layout and planning design, and make it feasible and practical, and meanwhile conform to the
requirements of the construction of the new type of urbanization.

2.2 Research Ideas and Methods

This paper mainly adopts the method of literature analysis and data analysis. Literature analysis is used to comb out the vein of rural tourism development in Guangdong, find out the problems existing in the rural tourism development in Guangdong and classify these problems. Classification is what we can do to better solve problems, by doing which we can discover new development ideas, thus contributing to the development of rural tourism in Guangdong. At the same time, the the sustainable development model of rural tourism in Guangdong is set up based on the six dimensions as resources development and utilization and protection, the pluralistic behavior subject interest coordination, regional, urban and rural overall coordination, market supervision and management, financing channels design, space layout and planning design.

This data analysis is mainly based on the data from Guangdong tourism bureau and national tourism. First, the data is sorted out to find out the useful research data that are beneficial to this paper, including rural natural environment data, regional public products and tourism environment data, rural tourism distance data and rural tourism reception data of Guangdong province. Secondly, the data are analyzed visually and descriptively. Graphs are used to show these data, so that people can understand these data more intuitively. Moreover, they facilitate the research and analysis of this paper. A descriptive analysis is made to explain the data in graphs and the evolution conditions of countryside travel that support the above data. Finally, based on these data and the information obtained from literature analysis, the sustainable development model is explored and improved, which provides powerful data support to the growth of countryside travel in Guangdong.

Combining with literature analysis and data analysis, problems are sorted out according to the latest research results on the one hand, and empirical analysis is carried out based on the data on the other hand, which can also support the results of problem sorting. Finally, based on the information from two aspects, this paper discusses the sustainable development mode of rural tourism in Guangdong, provides feasible suggestions for the progress of rural tour in Guangdong, and stimulate the growth of rural tourist in Guangdong and its transformation to new towns.

3. Experiment

Based on the relevant research literature, this paper identifies the problems existing in the progress of countryside tourism in Guangdong. At the same time, according to the different levels, those problems are divided into three levels: government level, rural level and individual level. At the government level, the main reason is that the government agencies have not enough ideological cognition for rural tourism and have not sufficiently stimulated the enthusiasm of villagers to develop rural tourism. At the rural level, the construction of supporting facilities and public services in rural tourism are relevantly weak and the number of featured tourism products is small. At the individual level, there is little difference in the commodities of individual business households in rural travel, and the distance distribution of individual business households is uneven.

According to the problems existing in the rural tourism development in Guangdong and the descriptive analysis of data, this paper finds out the countermeasures to solve problems effectively. With the related countermeasures, the sustainable development mode of rural tourism in Guangdong is determined under the background of the new urbanization, in the hope to stimulate the growth of rural tour in Guangdong, as well as to provide certain reference significance to the rural tourism in other parts in China, striving for the early realization of China's rural revitalization strategy.
4. Discuss

4.1 Experimental Results Demonstration

According to “the big data analysis report of rural tourism in Guangdong” issued by Guangdong tourism bureau and “Guangzhou Statistical Yearbook”, data on natural environment of rural tourism, regional public products and tourism environment, rural tourism distance and rural tourism reception in Guangdong can be obtained.

The data of rural tourism reception in Guangdong are mainly from the first half of 2018, during which Guangdong received 337 million rural tourists. The data of regional reception of rural tourists is shown in figure 1. From figure 1, we can see that Guangdong receives the most rural tourists, followed by Dongguan and Huizhou.

![Figure 1. Data on regional reception of visitors](image)

The natural environment data of rural tourism are shown in table 1. The most important thing about rural tourism is the natural environment. The reason why tourists choose rural tourism cannot be separated from the natural environment. The data in table 1 are mainly the annual average of PM2.5 of all cities in Guangdong. The lower the PM2.5 value is, the better the natural environment is.

| District      | PM 2.5 |
|---------------|--------|
| Guangzhou     | 3.5    |
| Dongguan      | 3.1    |
| Huizhou       | 3.0    |
| Zhanjiang     | 4.1    |
| Maoming       | 4.0    |
| Yangjiang     | 3.6    |
| Yunfu         | 3.6    |
| Zhaoqing      | 3.4    |
| Shaoguan      | 3.9    |
| Zhongshan     | 4.0    |
| Zhuhai        | 3.1    |
| Chaozhou      | 3.0    |
| Meizhou       | 2.9    |
| Heyuan        | 2.8    |

The regional public service data are shown in table 2. The quality of a tourism region cannot be
measured without the quality of its public service construction. The value in table 2 represents the evaluation score of tourists on regional public service. It can be seen that most rural tourism areas have good public service construction, especially Guangzhou, the capital city of Guangdong province.

| Table 2. Service data |
|-----------------------|
| **District** | **Value** |
| Guangzhou | 9.5 |
| Dongguan | 9 |
| Huizhou | 8.5 |
| Zhanjiang | 8 |
| Maoming | 7.9 |
| Yangjiang | 8 |
| Yunfu | 7.6 |
| Zhaoqing | 8.4 |
| Shaoguan | 8.6 |
| Zhongshan | 8.9 |
| Zhuhai | 9 |
| Chaozhou | 8.5 |
| Meizhou | 7.6 |
| Heyuan | 8.6 |

The distance data of rural tourism are shown in table 3. It can be seen that most tourists choose rural tourism destinations within 50 kilometers, while a few choose destinations within 150 and 200 kilometers.

| Table 3. Distance data |
|------------------------|
| **Distance** | **Perception** |
| 10-50 km | 52.56% |
| 50-100 km | 28.14% |
| 100-150 km | 15.3% |
| 150-200 km | 5% |

4.2 Analysis of Problems and Countermeasures

According to the analysis in 4.1, we mainly analyze the sustainable mode of rural tourism in Guangdong from six dimensions, including development and utilization of resources, the pluralistic behavior subject interest coordination, regional, urban and rural overall coordination, market supervision and management, financing channels design, space layout and planning design.

Starting from the dimension of resource development, utilization and protection, the tourism of the countryside should firstly protect the natural environment, appealing to local residents and tourists to cultivate the awareness of environmental protection, and purify the natural environment from oneself. From the perspective pluralistic behavior subject interest coordination, the government, rural areas and individual operators should find out their exact position in rural tourism and perform their own duties. From the perspective of regional, urban and rural coordination, the government and rural areas should work together to Renovate rural travel facilities and create sustainable rural tourism development. From the perspective of market supervision and management, the government should strengthen the supervision over the export of cultural and tourism products, not only to promote the innovation of cultural and tour products, but also to improve the quality of cultural and tour products, so as to build local cultural and tour products brand. From the perspective of financing channel design, multiple investment modes should be encouraged in parallel to provide sufficient financial support for sustainable progress. From the perspective of space layout, planning and design, the location of rural tourism should be properly distributed, and the density of tourism areas should be determined according to the local climate environment.
5. Conclusion
Urbanization facilitates the progress of countryside tourism, absorbs the surplus rural labor force in the process of urbanization, establishes communication channels between urban and rural areas, facilitates the rapid development of rural economy and the transformation and upgrading of agriculture, and speeds up the process of urbanization. The sustainable development of rural tourism and the urbanization process complement each other, promote each other and coordinate both of their development. To realize the sustainable development of rural tourism is also an important means to further countryside tourism. Accelerating the construction of countryside tourism can promote the transformation of rural areas to new urbanization and realize the strategy of rural revitalization.

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