Research on Guangdong Tourism Resources Development and Integration Development under the Background of Rural Revitalization Strategy

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Abstract. The effectiveness and efficiency of the development of tourism resources is an important area of tourism research, and it is also an important basis for measuring the utilization and development efficiency of regional tourism industry resources. In the context of the epidemic, focusing on the development and integration of tourism resources in the context of rural revitalization is of great significance to the reconstruction of the tourism industry and product innovation. Based on the current situation of Guangdong's tourism resources development and analysis of OTA tourism evaluation data, study the problems of tourism resource development, and implement the overall planning and systematic thinking of rural tourism with the height of the implementation of precision tourism poverty alleviation and integration of the three industries. Modeling and other aspects provide optimization strategies for its tourism development and integrated development.

1. Introduction

Rural revitalization is a systematic and complex livelihood project. Its core purpose is to couple and build a variety of rural economic and social development factors such as population, land, and industry [1], and establish a new pattern driven by emerging technologies and supported by ecological civilization. Modern agricultural industry system of industrial integration "", so as to realize the transformation and development of traditional agriculture to modern and efficient ecological agriculture [2]. Guangdong is located in the south of Lingnan and the coast of the south, the Wuling in the north and the plain in the south. Its comprehensive economic competitiveness has ranked first in the country for many consecutive years. Tourism resources are rich and diverse. According to the "Guangdong Province of China's Provincial Freedom Big Data Series Report" released by Ma Honeycomb Travel Network, in recent years, driven by the concept of the Guangdong-Hong Kong-Macao Greater Bay Area, the popularity of Guangdong as a tourist destination has increased, its tourism fever and tourism development speed, ranking first in southern China.

The 2020 Central Document No. 1 once again focuses on the key work in the field of "agriculture, rural areas and farmers". In order to achieve a comprehensive well-off society, it puts forward measures to resolutely win the battle against poverty, promote the continuous increase of farmers' income, and strengthen the rural shortcoming. Under the haze of the epidemic in 2020, the national tourism industry experienced a lockout crisis. How to move forward against the wind to realize the effective development and integration of tourism industry resources under the background of the crisis event, implement the tourism supply-side reform, and implement the tourism industry to improve quality Efficiency, and digging out tourism complex industries, etc., all need to be an overall plan and systematic thinking as the main line of tourism industry development.
2. The connotation of tourism resources development

Tourism resources are the foundation and premise of all tourism development and development. They include natural tourism resources such as mountains, waters, hot springs, and beaches, as well as cultural and landscape resources such as places of interest, architectural arts, cultural sports, and ethnic customs. The development of tourism resources should include processes such as resource surveys, resource development potential evaluation, tourism resource planning, and implementation and operation of tourism projects. In particular, the industry feasibility of tourism resources should be evaluated and analyzed to determine whether the specific tourism industry reception conditions, comprehensive factors such as economic benefit efficiency, social and environmental impact, not only evaluate the value of resources, but also need to study the spillover effects, interaction effects, spatial characteristics of resources [3]. On the one hand, the development of tourism resources requires the effective use of resources for the development and construction of tourist attractions, speeding up the pace of economic construction, and transforming resource advantages into economic advantages. Special sports such as leisure sports tours promote the development of regional tourism economy, industrial integration and optimization. On the other hand, the project should be used as the core to build an ecological chain for the win-win development of the ecological environment and tourism resources, and take effective measures to protect it.

3. An Analysis of the Status Quo of Guangdong Tourism and Tourism Resources

In 2019, Guangdong Province’s domestic tourism revenue was 1.37 trillion yuan, international tourism foreign exchange revenue was 20.502 billion U.S. dollars, and domestic overnight tourists were 494 million. Its tourism revenue level continued to rank first in the country. Guangdong is implementing a three-year action plan for the integrated development of culture and tourism. The integrated development of culture, tourism and sports, the continuous expansion of service consumption and quality improvement, red tourism, tourism of ancient post roads in Nanyue, and research tourism have become new highlights of characteristic tourism. "Yuemei Village" tourism brand building started, Guangdong recently released the first batch of 7 provincial-level global tourism demonstration areas, and the first batch of "Guangdong Tourism Town" 20.

In order to further analyze the current status of tourism resources in 21 prefecture-level cities in Guangdong, 8 statistical indicators such as A-level scenic spots and national-level scenic spots were set up, and a comparative analysis of tourism resources data of various cities was carried out. The results showed, A-level scenic spots Guangzhou ranks first, Huizhou, a national scenic spot, accounts for a quarter of the province, and Shaoguan and Meizhou rank the top two in the number of national forest parks. Guangzhou and Chaozhou rank first among the two indicators of national key cultural relics protection units and national intangible cultural heritage. There are 8 national historical and cultural cities in Guangdong (among them Leizhou in Zhanjiang is the only selected county town). Among the first batch of provincial-level rural tourism development resources announced by the Provincial Department of Culture and Tourism, Meizhou, Shaoguan and Jieyang rank in the top three [4].

4. Analysis of Guangdong Tourism Resources Attention Based on OTA Data Mining

4.1. Research methods

Use the network evaluation data mining method of unstructured measurement, run the tourism word-of-mouth evaluation index, track Ctrip, Meituan, Tongcheng, Ma Honeycomb, Qunar, Dianping, Donkey Mom, TripAdvisor, Baidu Travel, Tuniu, Yilong Wait for OTA visitors to evaluate the online text. After data mining, the main source of tourist reviews is 37% of the total US reviews. Ctrip, Qunar, Tongcheng, Dianping, Antcom, TripAdvisor, Donkey, Tuniu, JD.com, Baidu Travel, Yilong A total of 63% of reviews are based on this, and a targeted data classification and induction is conducted, and a targeted analysis is focused on the attention of Guangdong's tourism resources.
4.2. Data mining and analysis
According to the OTA visitor evaluation data of Guangdong tourism scenic spots in the past ten years (Table 1), it can be seen that there are a total of 4.744 million evaluation data, including 3.959 million positive comments and 280,000 negative comments. Guangdong tourism resources pay attention to the evaluation of high-frequency data indicators. According to the data volume, there are scenic spots, ticket prices, scenic spot management, service levels, environmental sanitation, public facilities, tourist transportation, passenger flow, cultural characteristics, etc. The focus is reflected in the advantages of scenic spot resources, the price-to-price ratio, the management of scenic spots and the quality of service levels.

In 2019, the Guangdong province's 5A and 4A scenic spots generated a total of 184072 reviews, of which 146003 were favorable reviews, accounting for 79.32% of the total reviews, and the average tourist satisfaction score was 4.2, showing a relatively good level. The top three indicators for overall positive attention in 2019 are scenic scenery, scenic area management, and service level. Tourists' expectations of experience satisfaction are getting higher and higher. It can be seen from the negative word-of-mouth data ranking that tourists are most dissatisfied with the ticket price, indicating that the scenic ticket economic problem is still more prominent, which does not match the real resource richness and service level. According to the breakdown of the proportion of different travel methods, it can be seen that the two groups of people traveling alone, couples and friends are most concerned about cultural characteristics; the age structure of family parent-child travel is diverse, so the attention indicators are more average; the main purpose of business travel is non-tourism, so its There is less focus.

Table 1. Analysis of Guangdong Tourism Resources Attention Based on Data Mining Analysisa.

| Evaluation data | Scenic view | Ticket price | Scenic area management | Service Level | Environmental sanitation | Public Utilities | Tourist traffic | Passenger flow | Cultural Features |
|-----------------|-------------|--------------|------------------------|---------------|--------------------------|-----------------|----------------|---------------|------------------|
| OTA visitor evaluation data (ten thousand) | 99.6 | 42.4 | 30.9 | 27.5 | 13.8 | 10.1 | 6.3 | 5.6 | 1.1 |
| 2019 overall attention positive ranking | 1 | 4 | 2 | 3 | 5 | 6 | 7 | 8 | 9 |
| Ranking of negative word-of-mouth data in 2019 | 2 | 1 | 3 | 4 | 6 | 5 | 8 | 7 | 9 |

a Source of data (data): 12301 / Zhejiang Youyuji Intelligent Technology Co., Ltd., a service provider of the national smart tourism public service platform.

5. Guangdong tourism industry integration development strategy from the perspective of rural revitalization
Based on the analysis results of OTA data mining, it can be seen that the characteristic resources of tourist attractions are core products. Therefore, the integrated development of rural tourism industry, closely grasp the strategic requirements of rural revitalization, and promote the development of global tourism. Global tourism is based on regional tourism as the dominant industry, optimizing the allocation of economic and social resources, organically integrating tourism peripheral industries and
supporting public services, to realize value sharing, sharing of hosts and guests, and to achieve tourism-driven and promote regional economic and social coordination development of.

The integrated development of the tourism industry from the perspective of rural revitalization can grasp the five development concepts of "innovation, coordination, green, openness and sharing". Starting from the planning, it will focus on the pastoral complex, agricultural experience, RV campground, Sanyang vacation, outdoor sports Other emerging projects such as excavation will attract mid-to-high-end tourism consumers in the region, directly driving the farmhouse, village catering, agricultural picking, and country house projects in the surrounding villages to achieve the tourism poverty alleviation effect. Each rural tourism development zone in Guangdong should implement the five major concepts and create a comprehensive carrier of tourism, covering catering, bed and breakfast, specialty products, cultural and creative industries, etc., based on the Internet +, do online and offline integration and promotion, cross-regional cooperation, and promote the optimization of industrial structure To implement the poverty alleviation effect of rural tourism.

5.1. Scientific planning to tap high-quality rural tourism resources
Scientific planning should use high-quality resources as the carrier to scientifically select, systematically plan and systematically implement tourism projects. Through the integration of tourism management, marketing and transportation, three types of analysis including "location comparison, surrounding influence, and multi-specialization" are conducted, and a comprehensive study is conducted to determine the reasonable location and specific scope of the planned project. The tourist area follows the ideas of unified planning, phased implementation, and rolling development. Tourism project planning is designed in accordance with the purpose of combining the near-term operability and the long-term perspective.

5.2. Diversified financing, adhere to low-carbon sustainable development
The principle of diversified financing should make full use of various supporting funds such as banks, insurance, bonds, funds, supporting funds, and investment agency funds to build a diversified investment platform composed of "government, enterprises, and financial institutions", and follow scientific and reasonable investment. On the basis of planning, provide financial support for scenic spot development, key project construction and operation. Adhere to the principles of low-carbon and ecological development, fully investigate the ecological basis of tourism resources, and use scientific and sustainable concepts to make good use of protective and authentic development. At the same time, according to the differences in the environmental capacity of major tourist sites and secondary tourist sites, we should do a good job of evaluating the environmental capacity of ecological and rural tourism, and use data as a support to improve the efficiency and quality of the low-carbon and efficient rural tourism industry chain.

5.3. Brand building, developing innovative products for cultural tourism
Cultural characteristics are the soul and life of tourism, and cultural brands are the fundamental development path to increase the added value of rural tourism. The development and operation of rural tourism should be a high starting point for the preparation of cultural and tourism integration products. Taking the localization and folklore products as the prototype, we should do a good job of the "integration of the three industries", and we are committed to the integration of ecological culture, folk culture, food culture and sports culture For the development of integrated tourism products, the cultural and homesick nostalgia products that can be taken away are regarded as the "core segment", and the project diversifies the tourism product brands.

6. Conclusion
The conversion of old and new kinetic energy in agriculture and rural areas contains great potential for the development of rural tourism, but it cannot be achieved overnight. It involves the cooperation of multiple departments such as tourism data and information services, circulation and sales of tourism
products, so that the first, second and third industries are fully connected and integrated. In the development and operation of tourism projects, the symbiosis of the interests of the rural government, enterprises, residents and other parties should take into account the distribution of interests of the three parties to ensure the sustainable development of tourism projects. The tourism industry includes six major elements: "food, housing, travel, tourism, shopping, entertainment". The project should dig deep into tourism supporting services such as food, housing, shopping, etc., and play a leading role in the tourism industry. Based on the original primary and secondary industries To extend the industrial chain and increase the added value of the tourism industry. Guided by the strategy of "industry+tourism and leisure", with the principle of taking advantage of the trend and green leading, adhere to the integration of livability, industry and tourism, do a good job in the integration of the three industries, integrate cultural and tourism, and establish a stable rural tourism cooperation mechanism. Thereby promoting the sustainable development of rural tourism economy [5].

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