On Sustainable Development of Rural Tourism in Jiangxi Province from the Perspective of All-for-one Tourism

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Abstract. A good ecological environment is the greatest advantage and precious wealth of rural areas. Developing rural tourism energetically can not only promote the development of rural economy, but also promote the transformation and upgrading of rural industrial structure. At present, under the background of all-for-one tourism development and policy support, the countryside has become the best carrier to undertake the quality leisure vacation demand of urban residents, and developing rural tourism has also become an important way to promote the development of all-for-one tourism. On the basis of combing and analyzing present situation of rural tourism development in Jiangxi Province and combining with background of all-for-one tourism, this essay puts forward paths and countermeasures of rural tourism development in Jiangxi Province aiming at providing insight and reference for transformation and upgrading of rural tourism in Jiangxi.

1. Introduction

Jiangxi Province, which is a traditional agricultural province with rich agricultural resources and profound humanistic feelings, has a great prospect and space for development. In recent years, Jiangxi Province has always adhered to the goal of speeding up the development of modern agriculture and revitalizing the agricultural rural economy, and optimizes the agricultural industrial structure constantly. Leisure agriculture and rural tourism industry present a good development pattern of scale expansion, multiple types, layout optimization and quality improvement, which plays an important role in contributing to rural revitalization and increasing farmers' income. In recent years, the development scale of rural tourism in Jiangxi has been expanding which has formed into several types, such as Agritainment Tourism, Rural Sightseeing Tourism, Ancient Town and Village Cultural Tourism, Fishing Sightseeing Tourism, New Countryside Leisure Tourism, TCM Health Tourism and Sports Recreation Tourism. Under the background of development of all-for-one tourism, Jiangxi Province should seize the opportunity to find a suitable development path, further promote the high quality development of leisure agriculture and rural tourism, and work out a path of rural tourism development with Jiangxi characteristics.
2. Definition of Key Concepts

2.1. All-for-one Tourism

The all-for-one tourism is a new concept and model that takes the whole region as the tourism destination to develop. It is in a certain region, taking mass leisure tourism as the background, relying on the industrial tourism, through the economic and social resources in the region, especially tourism resources, industrial management, ecological environment, public services, institutional mechanisms, policies and regulations, civilized quality and so on to carry on the all-round, systematic optimization promotion. The all-for-one tourism aims to realize the organic integration of regional resources, industrial integration and development, social co-construction and sharing, and drive and promote the coordinated economic and social development by tourism.

Developing the all-for-one tourism is to take a specific region as a complete tourist destination for the overall planning layout, comprehensive overall management and integrated marketing promotion to promote the development of tourism throughout the region, total factor and the whole industry chain, and realize the development model of tourism co-construction, global integration, global sharing, universal participation and comprehensive meeting the needs of tourists. Its purpose is to make the tourism industry move forward the whole society, multi-field and comprehensive direction, and let tourism integrate into the overall situation of economic and social development.

2.2. Rural Tourism

Rural tourism refers to a kind of tourism mode which is based on the countryside, takes the farmer as the main body, takes the unique natural environment, pastoral scenery, ecological form, folk customs, farming culture, rural settlement and so on as the main attraction, and to satisfy the tourists’ purpose of sightseeing, leisure, vacation, experience, fitness, entertainment, accommodation, shopping and so on. It is a new tourism model and industrial form, which has typical characteristics of rural nature, participation and difference.

Rural tourism allows urban residents to return to nature, in addition to enjoying the pastoral scenery, but also to experience the activities of farmers. At the same time, the content of rural tourism will be different because of the different climate conditions, natural resources and traditional customs. Rural tourism mainly occurs in rural areas, where agricultural tourism resources are rich. So agricultural resources can be directly put into use with less investment and speedy effectiveness.

3. Rural Tourism Resources and its Development Status in Jiangxi Province

The ecological environment of Jiangxi is beautiful. Ecological environment is the basis of regional sustainable development. Ecology is the biggest advantage of Jiangxi, and green is the largest brand in Jiangxi. The excellent and good rate of air quality reaches 83.9% in the whole province. And the excellent and good rate of water quality reaches 92%. The forest coverage rate stabilizes at 63.1%, and the wetland conservation remains 910,000 hectares. Jiangxi Province’s ecological environment quality steadily ranks in the forefront of the country. There are 191 nature reserves, 182 forest parks and 93 wetland parks. Poyang Lake is the largest freshwater lake in China, and it is also the most important migratory bird habitat in Asia.

Jiangxi province has a large number of tourism resources, with complete types, of high taste and profound cultural heritage. Jiangxi Province has 153 of the 155 basic landscapes in eight categories of national tourism resources standard classification. There are not only Mt. Lushan, Mt.Jinggang, Mt.Sanqing and other foothills landscape, but also Peak Gui, Mt.Longhu and other Danxia landform landscapes, even Poyang Lake, Fairy Lake, Zhelin Lake and other rivers and lakes landscapes.
Table 1. World Class Tourism Resources in Jiangxi Province, China

| Title                                           | Tourism Resources                                      |
|-------------------------------------------------|--------------------------------------------------------|
| World Natural Heritage/ World Cultural Heritage | Mt. Lushan, Mt. Sanqing, Mt. Longhu, Peak Gui, Mt. Wuyi |
| World Geopark                                   | Lushan UNESCO Global Geopark, Longhu Shan UNESCO      |
| RAMSAR Wetlands of International Importance      | Poyang Lake State-level Nature Reserve, Poyang Lake Nanji Wetland State-level Nature Reserve |
| World Cultural Landscape                         | Mt. Lushan                                             |

Jiangxi has obvious advantages in agricultural resources. Jiangxi is a big agricultural province, with rural population accounting for 80% of the province's population. Jiangxi has rich rural tourism resources, including agricultural idyllic scenery, agricultural modern industrial tourism destinations, residential buildings, folk culture, agricultural products, etc., which lays a good foundation for the development of leisure agriculture and rural tourism.

In recent years, Jiangxi province has made full use of available tourism resources and given full play to its innovation ability. Rural tourism with local characteristics, differentiation and personalization has emerged constantly. In 2018, rural tourism in Jiangxi received 360 million tourists, with a total tourism revenue of more than 340 billion yuan, accounting for 52.2% of the total number of tourists and 41.7% of the total tourism revenue of the province respectively. Up to now, Jiangxi has 15 AAAAA rural tourism spots, 139 AAAA rural tourism spots, 45 tourist towns, 20 National Leisure Agriculture and Rural Tourism Demonstration Sites, and 64 National- and Provincial-level Beautiful Villages.

4. Suggestions and Countermeasures for Development of Rural Tourism in Jiangxi Province in the All-for-one Tourism Era

With the transformation and upgrading of tourism industry from traditional sightseeing tourism to leisure vacation, and the development requirements from scenic spots to tourist destinations, all-for-one tourism is a new concept of regional tourism development in a new orientation, which gives rural tourism development a new driving force.

4.1. Strengthen Characteristics and Enhance Attractiveness of Rural Tourism Products

In the development process of local tourism, the key element is to take advantage of local resources, give full play to local tourism characteristics, attract the attention of tourists, so as to further expand the attractions of tourist destinations and the scale of tourists. In the process of developing rural tourism, Jiangxi province should give full play to the advantages of local natural resources and make good use of the beautiful natural environment and rich ecological resources in rural areas. At the same time, it should fully combine its own long history, profound cultural deposits and unique folk customs, reflecting the regional characteristics. In the process of developing rural tourism, Jiangxi province must further give play to the characteristics of its tourism products, combine them closely with culture, and design cultural tourism products with rich connotation, diversified forms and distinct regional characteristics. At the same time, rural areas should be combined with their own characteristics and integrated into the overall environment of regional tourism development.

4.2. Fully Integrate Resources and Build Rural Tourism Industry System

Tourism resources are the core of tourism development. In the process of tourism development, it will be affected by various factors. Therefore, it is necessary to analyze the development of local tourism from a more systematic perspective. Only through industrial cooperation can a win-win situation be achieved. In the process of development of rural tourism in Jiangxi province, it is essential to fully integrate all kinds of resources in tourism, deepen" rural tourism+"and fully integrate the rural tourism

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and agriculture, sports, health, culture, industry, so as to cultivate sightseeing, leisure, experience, holidays, festivals and other characteristic forms and push industry chain extension.

4.3. Strengthen Facilities Construction and Improve Quality of Rural Tourism
Infrastructure construction can provide the most basic conditions for the further development of tourism and attract more tourists. With the continuous development of rural tourism in Jiangxi province, its demand for infrastructure construction is increasing. According to the actual situation of each region in Jiangxi province, the development of rural tourism resources should be accompanied by continuous improvement of infrastructure construction, such as transportation and accommodation conditions, so as to provide convenient transportation for tourists and smooth sales channels for tourism products. Secondly, the construction of other facilities should be carried out simultaneously, such as the renovation of farmers' own family houses and the provision of beautiful and comfortable guest rooms so that tourists can experience the folk customs of the countryside at a leisurely pace. Only by improving the infrastructure can tourists be motivated to carry out tourism activities in rural areas, thus effectively driving economic development.

4.4. Care for Ecological and Environmental Protection to Achieve the Balance between Development and Protection
Tourism resources are the foundation of tourism development and utilization. Tourism resources will be affected and destroyed to different degrees in the development process, thus weakening its attraction to the tourism market and tourists. Therefore, in the development of rural tourism projects, we must always adhere to the will to protect the local ecological environment to ensure the sustainable development of rural tourism. The government should vigorously promote ecological protection, promulgate relevant laws and regulations, strengthen environmental protection awareness education among local residents, and strictly punish acts such as garbage dumping, sewage disposal, destruction of good farmland, and damage to ancient buildings. Tourism developers must follow the principle of "no waste, no following the trend, no pollution and no destruction" in their development, and deepen their exploration of local characteristics and good social customs. It is strictly forbidden to demolish and reform wildly. They also should strengthen the protection of the natural ecological environment, cultural landscape and etc.

5. Conclusion
Jiangxi is rich in rural tourism resources, large in size, and has advantages in resource endowment. In recent years, advantaged rural resources, beautiful and excellent ecological environment, perfect greenway network and a series of policy dividends have promoted rural tourism in Jiangxi to enter the fast track of development. The development of rural tourism in Jiangxi province should firmly grasp the opportunity, actively integrate into the all-for-one tourism development, further integrate resources, optimize industrial layout, promote the integrated development of rural tourism and other industries, and extend the industrial chain. At the same time, rural tourism products should be developed according to local conditions, focusing on its culture, characteristics and differences, and constantly enhancing the attraction of rural tourism. In addition, in the process of development, efforts should be made to protect ecological environment, so as to achieve both protection and development, and achieve a win-win situation between ecology and development, so as to smoothly realize the healthy and sustainable development of rural tourism in Jiangxi province.

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