On Sustainable Development Strategy of Rural Tourism in Jiangxi Province

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Abstract. In recent years, the development of rural tourism is gradually accelerated, and its status in tourism industry is getting higher and higher. This paper uses some scientific research methods such as literature analysis, survey research, etc. to perfect the concept and characteristics of the rural tourism. Taking present situation of rural tourism development in Jiangxi Province as an example and combining with the theory of rural tourism development, the paper analyzes its problems in management, marketing, etc. and puts forward some corresponding countermeasures and suggestions consequently in order to promote the comprehensive development of rural tourism in Jiangxi Province efficiently and effectively.

1. Introduction
With the improvement of economy and living standards, people are increasingly pursuing spiritual enjoyment. Rural tourism, which has the advantages of natural simplicity, different local conditions and unique life experiences, has become one of the choices for people to relax. Rural tourism is not a new word which began to sprout in the tourism industry in our country in the early 1980s. Following the continuous development in construction of agriculture, countryside and farmers in recent years, the new socialist rural villages play an important role in promoting tourism industry. Meanwhile, it is of great importance in driving regional economy development, strengthening infrastructure construction and improving the sense of happiness of rural residents. In recent years, the development of leisure agriculture and rural tourism has been highly valued and strongly supported by the governments of different levels especially under the background of Integrated development of primary, secondary and tertiary industries to promote rural revitalization.

2. Analysis on problems of rural tourism in Jiangxi Province.

2.1. The existing of extensive development mode
Extensive development mode is a common situation in rural tourism. Because of immature development thinking and the lack of effective exploration of management mode, some tourism developers ignore ecological benefits in order to pursue economic benefits. Hence, they aggressively develop original residential areas, and turn them into leisure and health farms or agritainment
experience parks, which greatly affects the living environment of local villagers and wild animals and makes the original expectation of good blending between tourists and natural ecology in rural tourism meaningless. With the continuous expansion of economic benefits of rural tourism, some folk villages also take opportunity to construct, occupying rural cultivated land resources while creating a large number of garbage and pollution, which severely influence natural scenery of rural areas. The commercialized rural tourism development model makes many businesses ignore the local villagers and tourists' desire for the construction of rural tourism area, blindly expand the scale of scenic spots, and copy the design and layout of scenic spots, which is difficult to reflect the essentials of refined development, resulting in current situation of extensive development.

2.2. The lack of characteristics of rural tourism
Jiangxi is rich in tourism resources. However, because of lacking of niche development with characteristics and depth for a long time, the development of rural tourism has always been tepid. With the further expansion of geographical scale in Jiangxi Province, the concept of rural tourism is becoming more and more mature. Meanwhile, Jiangxi Province has not issued corresponding policies to actively develop rural tourism. As a result, the fun and charm of rural tourism, such as folk experience and natural ecology, are not understood by tourists.

At the same time, Jiangxi's excellent location advantages of lying in the heartland of the country and along the coast and the river make it a comprehensive rural tourism area of mountains and rivers, history, ethnic, ecology and rural trade. The comprehensive tourism resources and hierarchical allocation make the advantages of developing rural tourism in Jiangxi. Compared with Yunnan, Inner Mongolia and other places, Jiangxi's rural tourism is more extensive and more attractive which make it the first choice for many tourists to carry out rural tourism. Even under this background, Jiangxi Province still does not give full play to the characteristics of rural tourism, and there are still large quantity of little-used resources in the countryside. Farmers lack of understanding of the development of featured rural tourism, lack of cognition to combine their own farms with modern sightseeing agriculture, lack of strength to the development of tourism agriculture and farmhouse enjoyment, lack of attention to the beautiful natural landscapes in the area as well as lack of practice in promoting the construction of beautiful countryside by using rural tourism. At the same time, in the process of rural tourism development, the traditional tourism is mixed with it, which takes away the experiences of rural tourism.

2.3. The ignorance of service level and tourist experiences
By analyzing the mature rural tourism mode in China, it can be found that good tourist satisfaction is an important factor for tourists to evaluate the service of scenic spots. Generally, rural tourism is mainly based on tourists' independent experience and playing. However, there are many problems in the process of actual development of rural tourism areas in Jiangxi Province, which makes tour guides ignore the communication with tourists, the service mode is rigid, and the commercial atmosphere is strong. Tourism, in which shopping and buying for cultural and creative products and country souvenirs is dominated, is difficult to really attract tourists. Some statistical data shows that the proportion of tourists' dissatisfaction is still relatively high, up to 19.5%, which shows that there are still great problems in the process of construction and development of scenic spots.

2.4. The backward of marketing and publicity
At present, the marketing mode based on new media and Internet propaganda has gradually become the mainstream. Under this trend, the Jiangxi provincial government has also launched new media platforms such as "Jiangxi Tourism" and "Jiangxi Rural Tourism Network" to promote rural tourism, but the degree of popularization is not high. Compared with the traditional marketing model, the effective coverage of its information is still insufficient, and there is a lack of comprehensive arrangement of rural tourism scenic spots, characteristics, tourism methods, and so on. The actual operation quality is low, and the influence on publicity is insufficient. As we all know, good marketing
needs to train high-quality tourism marketing team, and because of the lack of relevant mature experience in the development path of rural tourism, resulting that the marketing means of rural tourism in Jiangxi Province are backward nowadays.

3. Study on promotion strategy of rural tourism in Jiangxi province

3.1. Develop in accordance with natural laws and highlight the characteristics of rural tourism

The premise of ecological green protection for rural tourism in Jiangxi province is to enhance the awareness of tourism landscape construction and maintenance, develop in accordance with the laws of nature, and not to exploit all available resources at one time for the sake of interests.

At the same time, we should pay attention to the development and utilization of rural tourism resources in Jiangxi province in order to maximize the impact of tourism resources on tourists. It is necessary to give full play to the influence of local natural characteristics and folk culture characteristics on regional strong tourism industry, and lead the development of tourism industry with rural characteristics (such as shopping experience of folk style, game experience, etc.). At present, in terms of the coverage of rural tourism in Jiangxi province, it is not possible for all tourists to fully experience the unique tourism style in a short tour experience. Usual landscape occupy larger proportion, geographical advantage is not fully exploited. Under the condition of increasing rural tourists, Jiangxi province should especially pay attention to the benign development of the rural tourism resources, such as joining farm tourism experience factors in the process of the commercial exploitation of the family, more efficient utilization of agricultural resources and the characteristics of the local landscape resources to build a good system of rural tourism development.

3.2. Clearly positioning target population

If rural tourism in Jiangxi province wants to get sustainable development opportunity, it needs to pay special attention to the main position of tourists. To insist on the main position of tourists, it needs to clarify the types of tourists and attach importance to the targeted attraction policies for different types of tourists. Modern rural tourism is largely cater to the people's enthusiasm and desire to explore for natural life, so sticking to the principal position of tourists needs to strengthen the overall assessment of rural tourism resources. After improving the positioning of tourists, it is necessary to improve the service for tourists, viewing tourists as the main body to consider, and taking the needs of tourists as the purpose of service. In the future development planning of rural tourism in Jiangxi province, especially in the positioning of tourist subjects, detailed planning and service regulations should be made for different tourist groups.

3.3. Effective allocation of resources, scientific planning and construction

In order to develop rural tourism in Jiangxi province, it is necessary to guide the development of rural tourism with correct and continuous thoughts, to develop the scenic spots scientifically, differently and systematically, so as to avoid re-construction, scattered planning and design and disorder. We should attach importance to rural tourism planning and construction of the whole and part of the connection. At the same time, we should attach importance to the participation of the people, build up the sense of ownership of citizens, and enhance the sense of responsibility of the people. We should implement the system of local responsibility within the counties and townships, carry out geographical area planning for each township and village, clearly indicating the scope of responsibility of each locality so as to achieve effective implementation. The government and relevant personnel should strengthen guidance, organize villagers to carry out environmental protection activities, such as public opinion publicity, expert lectures, theatrical performances and other ways to inculcate the importance of environmental protection.
3.4. Strengthen the government support system

According to some relevant statistics, in recent years, the development of rural tourism in Jiangxi province presents a high speed development and steady growth, the economic benefits of rural tourism are basically realized. The development mode of pursuing economic benefits can give way to the strategy of constructing rural tourism brand. In the future, the rural tourism in Jiangxi province needs to attach great importance to distinctive and brand development as well as developing characteristic industrial towns, building up large-scale, intensive folk custom gardens, realizing pro-poor tourism, confirming "Internet Plus Rural Tourism" mode and constructing the development mode of characteristic industries. Meanwhile, we should also combine natural resources and folk and historical resources together so as to improve the economic structure and overall competitiveness of the region. In the long run, it is a good mode of circular economy which realizes the equality of the poor villages and outside resources, information exchange and meets their expectations of economic development in the concept of green development.

3.5. Develop diversified rural tourism products

At present, the tourism development of Jiangxi province is mainly based on the regular activities such as picking and farmhouse, and there are few categories of tourism-related products. The homogenization phenomenon is relatively serious, and the development of tourism products lacks depth and width. Rural tourism should be based on their existing characteristic industry and local products, folk customs, festivals, religion, ethnics, and climate resources and conditions, extend the industrial chain, follow the idea of "Agriculture Plus Tourism" to promote the development of agriculture and tourism industry. At the same time, we should take great efforts to develop rural tourism products with regional features, such as leisure agriculture, deep processing of agricultural products, Handicraft production, local cuisine, shopping, natural education, cultural performance. Besides, we should also continue to expand connotation and denotation of rural tourism, enrich new formats of rural tourism and innovate and develop rural tourism products according to needs of the times.

4. Conclusion

As a traditional industry, tourism is also an emerging industry, which plays an irreplaceable role in the development and improvement of national economy. However, rural tourism can realize the purpose of transforming rural economy to higher level and enriching rural culture.

On the basis of deep digging resources and market advantages, Jiangxi province has further promoted "rural tourism +", integrating rural tourism with agriculture, sports, health, culture and industry, fostering tourism, leisure, experience, health care, vacation, festival and other featured formats, and continuously promoting the extension of industrial chain. On the way of exploring the development of rural tourism, a number of "new talents" of rural tourism development have emerged in Jiangxi province, such as "Huangling Mode" and "Yashan Experience", which have become the samples of innovation and development of rural tourism in China after Wuyuan, and become more and more influential in China. In future development, Jiangxi province should make full use of the existing and developing tourism resources, actively publicize and develop characteristic industries, promote the comprehensive and healthy development of rural regional economy, and promote the better development of characteristic rural tourism mode. At the same time, in the process of developing rural tourism, we should also pay attention to coordinating the forces of all parties to provide more help for the development of rural tourism.

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