Retraction

Retraction: Research on the Sustainable Development of Rural E-commerce Tourism Based on the Big Data Analysis from the Perspective of Urban and Rural Development Balance (J. Phys.: Conf. Ser. 1744 032216)

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This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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Research on the Sustainable Development of Rural E-commerce Tourism Based on the Big Data Analysis from the Perspective of Urban and Rural Development Balance

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Abstract. As a traditional agricultural country, China has excellent conditions for developing rural tourism. Under the guidance of balanced urban and rural development, the rural tourism industry has developed rapidly and has become a popular choice for Chinese residents' leisure and vacation. This article first analyzes the significance and significance of balancing urban and rural development from the perspective of balancing urban and rural development, and then introduces the current development of rural tourism in my country, and finally proposes a sustainable development strategy for rural tourism from the perspective of balancing urban and rural development based on the analysis of big data, aiming to promote rural tourism development of Travel e-commerce.

Keywords: Balance Urban and Rural Development, Rural Tourism, Sustainable Development, Big Data

1. The meaning and significance of balancing urban and rural development

Balancing urban and rural development requires that industry, agriculture, urban and rural areas, farmers and citizens will rely on their own characteristics and advantages to achieve better coordinated development and achieve harmonious development of urban and rural areas in the current process of economic development [1-2]. The population density is high and the non-agricultural economy are the main features of the city, while agricultural production and farmers are the main characteristics of the village [3-4]. Affected by traditional policies, China's national conditions are quite special. In the long-term development process, many policies are more inclined to the development of cities, which leads to the emergence of the issues of agriculture, farmer and rural area and the gap between urban and rural areas continues to expand. How to combine the development of rural and urban areas, give full play to the advantages of both, and use the city to drive the development of the rural areas are all problems that need to be solved urgently. Balancing urban and rural development is based on the elimination of unequal development between rural areas and cities, which not only required to narrow the differences in the living environment between urban and rural areas, but also to change the way of life and quality of life in rural areas.

Balancing urban and rural development has been upgraded to the national development strategy.
The main purpose of balancing urban and rural development is to use the power of the city to promote rural development and to promote the urbanization process in China. At the same time, we can improve the current living habits, employment and entertainment habits of rural people, then change the development form of traditional agriculture, finally develop modern agriculture. We should also reduce the unfair treatment of farmers, increase non-agricultural land, and effectively protect farmers' rights. Although the proportion of the tertiary industry and the secondary industry in the national economy has gradually increased in recent years, the role played by agriculture cannot be ignored, because it is the basis for national stability and development.

2. Current status of rural tourism development in China

2.1. Development model of rural tourism

There are two main types of development model of rural tourism in China: villagers development model and enterprise development model. Villagers development model is the most primitive and simple way. Farmers usually carry out simple renovations of their vegetable gardens, fisheries and orchards, so that they can receive a small number of tourists. For some rural villages with beautiful scene, the villagers only need to simply decorate their own yards to attract some city tours. In order to enjoy a moment of tranquility, city tours will go to the country to have tea and taste farmhouse meals. This kind of way can give farmers direct benefits, so it can stimulate their enthusiasm, but the tourism products of such model are primary and single-function, it can not develop for a long time.

Enterprise development model is that enterprises purchase the management rights of a rural tourist location and plan for it. This model is often applied to remote mountainous areas and ethnic minorities. However, these villages are under poor economic base and the income level of farmers is generally low, so it will take a huge amount of money to invest, and the investment recovery period is relatively long. This model can not only improve farmers' incomes, but also realize the overall development of rural tourism.

2.2. Problems in the development of rural tourism

Most of China's rural tourism is based on traditional ancient buildings, combined with the beautiful natural scenery of the region to achieve comprehensive development. Many government departments are also aware of the role of rural tourism in promoting the local economy, however, in the process of concrete implementation, they lacked a holistic view, pursued economic profits too much, despised the quality of service and the actual needs of tourists, and did not conduct sufficient investigations on the projects to be developed. In addition, in some ancient buildings, there are fashionable goods, which are inconsistent with the traditional cultural connotation and hinder the development of rural tourism economy.

The most attractive attraction of rural tourism is natural scenery and customs culture. Many rural tourist attractions have not been properly planned and designed before the development, especially in the aspect of natural resources and historical and cultural integration, they simply use some tangible things, such as rural architecture, natural scenery, etc., . After simple repairs, they began to receive tourists, blindly pursuing economic interests, and not paying attention to create resources on the spiritual and cultural level, leading to disorderly development. In order to ensure the overall beauty, some tourist attractions have undergone a large-scale rectification of some traditional ancient buildings, which eventually leads to irreparable damage.

The rural tourism industry as a whole is still in its infancy. Many developments of rural tourism are based on the destruction of the local ecological environment. It is good for tourists to be keen on rural tourism, but if it comes at the expense of the ecological environment, it is very unworthy. The phenomenon of rural ecological destruction is mainly manifested in two stages. First, the number of tourists exceeds the maximum carrying capacity of the locality. Second, the damage caused by the tourism operators in the process of construction and operation, such as violating the building, destroying the cultivated land, etc.
3. Sustainable development strategies of rural tourism from the perspective of balancing urban and rural development

3.1. Strengthening the management of works of rural tourism
The standardized management of rural tourism requires to establish corresponding associations, review and evaluate the qualifications of rural tourism participants, and make rural tourism gradually become branded, scaled and standardized. For some of the excellent tourist towns with exemplary significance, they should be commended and supported. A reasonable division of labor should be made between various departments, and information related to rural tourism should be actively collected. For example, the land and resources department needs to prioritize the use of land for rural tourism, and the transportation department should improve road facilities; relevant departments such as industry and commerce department, quality supervision department and taxation department should strengthen relevant management work.

3.2. Give full play to the role of leadership department
The development of rural tourism needs to be paid attention to and it is necessary to incorporate the planning and content of rural tourism into the overall planning of local national economic development, and establish a corresponding responsibility system. Some important issues that arise during the development of rural tourism economy should be dealt with and solved in a timely manner. At the same time, relevant policies formulated by the Party Central Committee and various departments should be be carefully implemented. In addition, In addition, we must formulate scientific plans and integrate rural tourism and new rural construction.

3.3. Improve relevant policy systems
Faced with new forms of development, the government must actively transform its own functions and re-adjust its previous development ideas. The government can provide appropriate funding and policy support, and also help rural tourism developers expand their financing channels. For other functional departments, such as culture, health, taxation and other departments, policy preferences should also be given to them. For key areas with relatively perfect development, they will be included in the tourism routes and scenic spots for unified marketing and packaging.

3.4. Build perfect organizational system
The main purpose of the rural tourism economy is to benefit local residents, so we should focus on this to develop a planning strategy. The target market of rural tourism should be clearly analyzed and positioned, and the overall organization and policy of rural tourism products should be planned and packed to establish a good brand image, and then form a competitive tourism culture brand. The role of peasants in the development of rural tourism cannot be ignored. They are the mainstay of development of rural tourism economic. Government departments need to guide villagers to participate in the operation of rural tourism, and organize various training activities to improve villages’ management level and service level. Villagers should combine their actual interests with the overall development of rural tourism to achieve mutual benefit and win-win results.

4. Summary
The improvement of people's living standards has driven more and more people to pay attention to the countryside, which also promoted the development of rural tourism economy. The proposal to balance urban and rural development provides a theoretical basis for the development of rural tourism. Looking at the development process of rural tourism in my country in recent years, we can find that there are many problems. We should put forward feasible solutions to the existing problems so that rural tourism can achieve faster development. Promote the development of local tourism and economy through tourism e-commerce, and make it prosperous.
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