On Rural Tourism and Its Present Situation of Development in Jiangxi Province

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Abstract. As a special tourist item, rural tourism is an emerging development direction of tourism industry in China. Combining agriculture with ecology and tourism, rural tourism takes advantage of rural landscapes, rural production, rural eco-environment as well as rural ecology pattern for the purpose of attracting tourists to sightsee, study, experience, etc. Jiangxi is a great province in both agricultural resources and tourism resources. Hence, it is abundant in rural tourism resources. Starting from general conceptions of rural tourism such as concept, characteristics and development process, the paper analyzes in details the overall situation and resource advantages of developing rural tourism in Jiangxi in order to establish foundation for future development of rural tourism in Jiangxi Province.

1. Introduction

Tourism belongs to the tertiary industry, which is the service industry and generates revenues through tickets, catering, accommodation as well as transportation. When leisure agriculture and rural tourism are developed, the primary and tertiary industries are directly and closely connected, and the consumption of local agricultural products, processed food and handicrafts driven by tourism industry directly promotes the development of secondary industries. Therefore, leisure agriculture and rural tourism have become a typical example of integrated development of primary, secondary and tertiary industries, extending the industrial chain of rural areas, bringing more farmers into it and increasing their income in great degrees. Relevant data show that China’s rural tourism received 3 billion tourists in 2017, with a total revenue of more than 800 billion RMB. At the same time, the market scale of rural tourism industry has also been developed rapidly. By August 2018, there were 388 National Demonstration Counties (Cities / Districts) of Leisure Agriculture and Rural Tourism in China and 560 China’s Beautiful Leisure Countryside. Rural tourism has become an important destination for urban residents to relax, travel and stay in addition to a new highlight of rural industry.
2. Overview of rural tourism

2.1. Definition of Rural Tourism

Through the analysis of theory of related works, rural tourism is one of the important forms in the process of modern tourism development. It takes rural ecological environment as carrier and humanities - nature two-way structure as main development method. Besides, combining rural industry with tourist market, rural tourism develops new forms of tourism development integrating leisure, vacation, entertainment such as sightseeing tour and agritainment. Among them, leisure agriculture pays more attention to the utilization of agricultural resources and farmers' living situation, and its development background is the yearning for rural life experience under the intensification of urbanization. Rural tourism, on the other hand, focuses more on tourist experiences. It is a kind of tourism mode based on rural background and pays more attention to the development and application of tourism resources in rural areas. In recent years, many peripheral concepts have been put forward around rural tourism, while some new tourism methods have supplemented and expanded the concept of rural tourism, such as ecological leisure, rural culture and so on. In addition, modern rural tourism has become an important pillar of local rural economy, and some rural areas have been fully developed into folk tourism villages or eco-tourism villages.

2.2. The Rise of Rural Tourism

In the late 18th century, rural tourism emerged in Europe as a social leisure activities, mainly a form of life experience for nobilities and upper classes to go for recreation and outings. In the early last century, the influence of industrial revolution became more profound and rural tourism developed in many European countries, greatly expanding the space of people's leisure travel.

Our country's modern rural tourism concept first appeared in Taiwan. Since its emergence in the 1960s, rural tourism has been developed in half a century. As early as in 1978, Mainland started to develop and study rural tourism taking the example of opening up of Dahu Vineyards in Miaosu County, Taiwan. During the initial period, the priority is given to agricultural sightseeing tourism in agricultural production bases like grain and vegetable production base, vineyards, strawberry fields, etc. Through basic agricultural tourism, people can get close to rural life and enjoy natural sceneries. In addition, there are animal farms and flowers and garden types of rural tourism forms, but overall, the rural tourism in this period lacks market-oriented and large-scale operation, and the development concept is relatively outdated. In the early 1990s, the rural tourism has been emerged quietly in Beijing, Guangdong, Shanghai, Shandong and other provinces. The rural tourism taking shopping as the main form began to gradually replace that of agricultural sightseeing. Through the development of rural tourism shopping channels, deep-processing of agricultural products and Local Agricultural specialties have developed greatly, which demonstrates the high added value of rural tourism. In some developed rural areas, the new types of rural tourism develop rapidly such as visiting rural handicraft exhibition, local specialty retail store and wineries. In 1998, "Huaxia town tour" officially opened the rural tourism prologues. After that, with people's increased attention on rural construction and ecological environment, rural tourism gets new development constantly.

2.3. Characteristics of Rural Tourism

2.3.1. Natural ecological characteristics. Rural tourism is mostly dependent on China's vast rural areas, with good natural ecological landscapes. Some remote villages still maintain fresh folk customs, and simple villages and rich natural landscapes have become one of the important characteristics of rural tourism development. At the same time, the countryside is a place far away from the hustle and bustle of the city and close to the natural environment. The natural sceneries here, mountains, rivers and lakes as well as all kinds of plants and animals, are totally different from that of the city, which are the unique components of rural tourism.
2.3.2. **Folk culture characteristics.** Rural areas are not only specific tourist districts, but the living areas for indigenous people. Especially in some ancient villages, the folk customs are still well kept in modern life such as Wuyuan county, a village famous for folk culture in Jiangxi Province, folk culture has nowhere to be found in the modern city, but it has been reserved well in the rural areas.

2.3.3. **Tourism economic characteristics.** Tourism industry is a new industry that develops and enriches with the improvement of people's material and spiritual living standards. Its extension varies with the latest demands of the public on tourism industry, so it has the characteristics of involving a wide range and driving a large range. And powerful impetus ability not only promotes the development of tourism industry itself, but also prompts development of related industries, finally forms the radial comprehensive benefits. In the process of continued development and deepening, tourism acquires a higher social and economic benefits, and with the continued prosperity of the third industry, tourism has revealed the incomparable prospects as compared with traditional industries. The development of tourism industry cannot be separated from the enrichment and progress of relevant theories. The tourism industry has gradually formed its own development theories in several years of construction and development, including typical theories, such as intensive development theory, sustainable development theory and factor development theory.

3. **Current situation of rural tourism development in Jiangxi Province**

3.1. **Overall Situation of Rural Tourism Development in Jiangxi Province**

In recent years, rural tourism in Jiangxi Province has experienced high quality and leap forward development. Under the guidance of policies, local governments have made great efforts to tap resource endowments and cultural creativities, and rural tourism products with strong local characteristics have emerged one after another, initially forming a favorable situation of differentiated, characteristic and personalized development. At present, the province has 15 AAAA rural tourism spots, 139 AAAA rural tourism spots, 45 tourist towns with styles, 22 eco-tourism demonstration towns, 20 National Leisure Agriculture and Rural Tourism Demonstration Spots, 64 National and Provincidal Beautiful Leisure Villages, and 20 leisure agriculture quality routes. It can be said that rural tourism has become a beautiful landscape line in beautiful Jiangxi and a bright business card of the external propaganda of Jiangxi's tourism. With the rapid development of urbanization in Jiangxi Province and the increasing scale of urban population, the improvement of consumption level and the increase of leisure time, more and more urban residents are keen on finding their roots in the countryside, eating farmer-family meals, living in farmer-family houses, doing farmer-family work and enjoying farmer-family happiness, and the target market of rural tourism is rapidly expanding. In 2018, Jiangxi Province vigorously promoted the integration of rural tourism with landscapes, local folk customs, agricultural production and regional tourism, which increased farmers' income, improved rural appearance, promoted agricultural transformation and rural revitalization. Jiangxi's rural tourism received 360 million tourists in 2018, with a total revenue of more than 340 billion RMB, occupying 52.2% and 41.7% of total number of tourists and tourism revenues respectively. Rural tourism of Jiangxi has basically achieved from tourism "supporting role" to the "leading role", from "scattered" to "all-around development", from "single model" to "multiple formats" shift.

Currently in Jiangxi Province, in the advancement agriculture ecological environment comprehensive control mechanism on the basis of to repair mechanism and the integration of agricultural resources and ecological system as the driving force, to facilitate the construction of "four section iv", four area including ecological farming area, deep processing, trading and logistics area and comprehensive service, implementing docking green ecological agriculture, agricultural facilities, wisdom, as one of the modern agriculture, leisure sightseeing agriculture agricultural tourism resources system, has formed the Wuyuan as the core, multiple hand in hand with the development of rural tourist spots, and jointly promote the development of the system. At the same time, give full play to the rural tourism "borderless effect", constantly promote tourism and agriculture, sports, health,
culture, industry, such as depth fusion, cultivate to build tourism, leisure and experience, holidays, festivals and other formats tourism products, constantly promote industry chain extension, strive to achieve rural tourism forms polymerization, benefit multiplication.

3.2. Resource advantages of rural tourism development in Jiangxi Province.

3.2.1. Natural ecology develops well. The rural natural landscapes of Jiangxi are quite fascinating, with rich kinds of natural resources, not only charming rivers and mountains, but also rich and colorful flora and fauna landscapes. At same time, Jiangxi Province is good at maximizing the development of natural resources in the process of rural tourism construction and development. The characteristic folk natural tourism areas are combined according to different natural landscapes and unique folk customs, which carries on the sightseeing vacation, the ecotourism, the humanities experience, the historical scenery tourism and many other kinds of tourism patterns. Not only the combination and perfection of various resources and rich natural resources are high, but also Jiangxi Province pays attention to maintain ecological development and balance actively while developing rural tourism, protecting the original style and features of rural tourism. Good development of natural ecological and proper utilization of natural resources is a major situation in rural tourism construction in Jiangxi Province at present.

3.2.2. The publicity activities of rural tourism launches in wide ranges. The development of rural tourism in Jiangxi Province is concerned by governments at all levels. Active communication and in tourism can promote tourism economic development in Jiangxi Province, strengthen cultural exchanges between Jiangxi Province and different regions, and bring different tourism experiences to tourists, which is the original intention and great vision of rural tourism in Jiangxi Province. In recent years, with the development and prosperity of rural tourism in Jiangxi Province, Jiangxi Province has arranged the propaganda and planning of developing rural tourism in Shangrao, Jiujiang and other places, highlighting the fantastic mountains and rivers of Jiangxi Province and the good natural rural environment. Due to the gradual acceleration of infrastructure construction in Jiangxi Province and the arrival of the Internet era, Jiangxi Province has also responded positively to the development advantages brought about by convenient conditions, has highlighted the advantages of local resources and resource characteristics by using the Internet and social media to publish information on rural tourism in order to expand the influence of propaganda activities to further places and achieve publicity coverage for different tourists, and grasp the characteristics of rural tourism and expand its own influence. Through the extensive development of propaganda activities, the appearance of rural tourism in Jiangxi Province has been improved in an all-round way, the accessibility is strong, and the expectation of tourists is generally higher. At the same time, due to the convenience of transportation and communication, it is no longer difficult to experience rural tourism in various cities of Jiangxi Province.

Through the number of people travelling in Jiangxi Province for rural tourism above, we can find that the overall participation of rural tourism is much higher. In addition, the data and information of the Ctrip Network are analyzed, and the key words of the provincial and foreign tourists to the top ten search quantities of Jiangxi Province are: Wuyuan, Lushan Mountain, Sanqing Mountain, Self-driving tour, Nanchang, Jingdezhen, Jiujiang, Longhu Mountain, Jinggang Mountain and Wugong Mountain, among which Wuyuan and Sanqing Mountain have the highest market recognition. On the one hand, it shows its popularity in our country, and on the other hand, it shows that the actual demand of rural tourism is expanding and attracting an increasing number of people.

4. Conclusion
As a developed province of agriculture, Jiangxi is abundant in unique tourist resources. Hence, it owns Full advantages in developing rural tourism. Jiangxi Province should catch hold of the rare opportunity and In light of its own actual situation to develop rural tourism. In addition, we should
take great efforts to increase the popularity of rural tourism in residents and competitive strength of it in tourism industry. In this way, the rural tourism in Jiangxi can get Unprecedented development and the comprehensive strength of Jiangxi’s tourism industry can be enhanced greatly.

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