RESEARCH ARTICLE

THE DEVELOPMENT OF RURAL TOURISM UNDER DIGITAL ECONOMY

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ABSTRACT

With the development of Internet technology, the digital economy, represented by 5G and artificial intelligence, is playing an increasingly important role. In this context, this paper analyzes the current situation of the development of rural tourism under the digital economy, and expounds the factors that affect the development of digital economy in rural tourism, and puts forward countermeasures, in order to facilitate the rapid development of rural tourism from the three perspectives of social development, government leading and residents.

KEYWORDS

Digital Economy, Rural tourism, Rural revitalization, Big data

1. THE NECESSITY OF APPLYING DIGITAL ECONOMY TO THE DEVELOPMENT OF RURAL TOURISM

1.1 Digital tourism offers personalized services to customers

Digital tourism provide convenient services for tourists. From the moment a tourist picks up a mobile phone and opens a travel App, his tourism data is recorded by some tourism application platform such as ctrip, Meituan and so on. Then these platforms can recommend a series of service such as travel routes, Hotel parking, map navigation and so on according to tourists' personal preferences, which not only meet the basic needs of the tourists, but also implements the personalized service.

1.2 Big data information can effectively assist consumers to make decisions

Through the network information data, tourists can obtain the characteristic resources of the tourist destination in advance and solve their needs of transportation, accommodation and other aspects. Personalized recommendation in the era of big data can provide a lot of convenience for the cultivation of rural industry innovation, the development of modern urban agriculture and modern logistics industry. At the same time it also can provide consumers with more intimate services.

1.3 Digital economy can improve the operation efficiency and service quality of rural tourism

With the application of emerging technologies and new modes in the travel service industry and the rapid development of online consumption and mobile payment, the consumption of rural tourism has become more efficient. Meanwhile, digital economy has derived tourism technology such

as VR, AR, AI and other services, and created entertainment a variety of new tourism products, such as tourism live broadcast, which have increased the experience of tourists and greatly improved the operation efficiency and service quality of rural tourism.

2. THE DEVELOPMENT STATUS OF RURAL TOURISM UNDER DIGITAL ECONOMY

2.1 Digital economy has laid a solid foundation for rural tourism

According to relevant data, as of 2020, China's online retail sales of agricultural products reached 230.5 billion yuan, with a year-on-year growth of 33.8%. Online sales in rural areas led to more than 28 million jobs. Farming and the digital economy are complementing each other to create new markets that offer more options for rural residents to increase their income. In recent years, rural music, peony gardens and other characteristic tourism modes have gradually become the only choice for urban residents to relax and entertain, which not only solves the employment problem of local residents, but also broadens the income source for local residents. High-tech is promoting the healthy and efficient development of agricultural tourism. Digital tourism integrates technologies such as the Internet of Things, cloud computing and GIS, which improves the efficiency of infrastructure utilization to a large extent. Online services of scenic spots, such as one-click code scanning, listening to scenic explanation and hand-held number taking, have effectively reduced environmental pollution and promoted the healthy and efficient development of tourism (Tanwen and Shouwei, 2019).

2.2 The development bottleneck of rural tourism

The infrastructure of the attractions needs to be improved. Rural tourism scenic spots and scenic spots are mostly scattered in economically

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underdeveloped areas. The development of tourism resources is lack of depth, and the tourism products lack of experience. On the whole, most of China's tourism products lack innovation and do not highlight characteristics. In the development of tourism resources, more emphasis is placed on natural tourism resources, without the depth of traditional cultural resources. In addition, most scenic spots are relatively single tourism projects, cannot give tourists a better regional experience. There is a shortage of high-end talent in the tourism industry. At present, middle and high-level tourism talents are in short supply, and a considerable part of the actual practitioners are local residents. Although they are familiar with the local culture, it is difficult for them to play the role of cultural transmission due to the limitation of their own ability.

3. FACTORS AFFECTING THE ROLE OF DIGITAL ECONOMY IN RURAL TOURISM

3.1 The digital economy information platform urgently needs to be perfected

The organizational degree of rural tourism industry is low and the information receiving degree lags behind. The construction of digital information service platforms in most rural areas of China is insufficient, and the rural tourism industry relies on its regional advantages to collect, process, transmit and publish information, which is inefficient. In addition, the current hollowing out and decentralization of rural areas is more prominent, and the lack of technical talents in rural areas further leads to the imbalance between tourism development resources and development space under the digital economy. The lack of rural digital information service platform will restrict the development of digital tourism (Deming and Jumiao, 2005). There is a big gap in the information technology input of local government in rural areas. First, there is a lack of relatively professional aggro-related information service platform. Second, the innovation ability of agricultural products e-commerce platform is not strong, and the infrastructure needed for the development of information service is relatively backward. Many shortcomings lead to the disorderly distribution of rural information resources, low utilization rate of tourism infrastructure and high maintenance cost, which cannot be better applied to the tourism industry in various places.

3.2 The difference between urban and rural areas restricts the development of rural tourism

The economic development model does not match the infrastructure. In July 2016, the promulgation of the Notice on the Cultivation of Characteristic Towns promoted the development of characteristic tourism, and rural tourism has become another profit model after characteristic towns. However, due to the significant differences in the level of economic development between urban and rural areas and regions, economic development does not match with infrastructure, which makes the influx of "hot money" do not bring the development situation of "city drives town, town drives village". Tourism infrastructure still needs to be improved. The 19th National Congress of the Communist Party of China proposed the rural revitalization strategy, and the rural tourism boom was strongly lifted. But due to many attractions spread in economic less developed areas, these areas are relatively remote, imperfect infrastructure and communications equipment, tourism service facilities behind, even has certain security hidden danger, therefore brought inconvenience for tourists, make tourists to the scenic spot of the psychological expectations have differences, it did not meet the needs of visitors leisure experience, no ideal income to the scenic spot.

3.3 Tourism products show the characteristics of homogenization

China's rural tourism products homogenization problem is more prominent, tourists are easy to produce aesthetic fatigue. Most of the tourist attractions in the region lack of local culture, leading to the appearance of the static sightseeing mode of "being here". At the same time, the regional scenic spot design level is relatively extensive, tourism products should have leisure, and entertainment has not been fully reflected.

3.4 Capital is scarce and the profitability system is monolithic

There are many restrictions on investment and financing. At present, due to policy, law, capital and other reasons, the overall scale of rural tourism enterprises is small, weak competitiveness, lack of social influence. The seasonal periodicity of tourism industry leads to the over-concentration of

tourists in the peak season, but the absence of tourists in the off-season, which objectively makes the recovery of tourism funds unstable. Capital inflow and outflow of a certain field will inevitably consider its internal investment logic, the development of rural tourism early investment, long recovery cycle, short-term income benefit is not high, at the same time there may be a risk of capital chain rupture, so many investors do not dare to get involved easily. The double uncertainty of loan risk impedes capital investment. First of all, the issuing process of rural credit loans in China is relatively complicated, and the support of policy-based finance for the development of tourism is still in a wait-and-see state. Moreover, tourism products are weak in natural risk, and China's agricultural production is characterized by individual economy, loose organization, which determines the level of agricultural development is not high, the competitiveness of rural areas is weak, but also is bound to weaken the market competitiveness of rural tourism products. Secondly, in terms of market risks, market competition in various industries is becoming increasingly fierce, which will lead to the inability of capital flow to the rural tourism industry.

4. SUGGESTIONS ON PERFECTING DIGITAL ECONOMY AND SUPPORTING RURAL TOURISM DEVELOPMENT

4.1 Integrating resources for social development

The government should integrate information technology with rural tourism and promote high-quality development of the digital economy. It is necessary to fully explore the network market of agricultural products and cultivate characteristic products. In this regard, it is necessary to develop tourism products with strong experience and promote continuous innovation of tourism consumption based on the diversified and personalized needs of consumers. The rural tourism industry should conform to the trend of The Times. At present, the development of live broadcast with goods is hot. The rural tourism industry should flexibly change its marketing mode, which can be linked with media publicity platforms such as short videos and official accounts to enhance the popularity of local tourism products (Jian and Yan, 2010). At the same time, it is necessary to vigorously develop rural tourism economy, enhance the added value of products, make full use of e-commerce platform, create cost-effective tourism services, and launch diversified and personalized tourism products, so that customers can have no worry from travel to accommodation. Connect with market demand and promote the upgrading of tourism products. In order to vigorously develop rural tourism, it is necessary to go deep into market research, integrate different types of tourism products, and create professional, efficient and dynamic scenic spot brand characteristics.

In the development and design of tourism products, customers' needs should be fully investigated based on reality, and product experience should be optimized. For example, traffic guidance ICONS should be created in areas with rich traffic flows, which is conducive to tourist identification. In addition, tourism products with different characteristics should be developed according to the differentiated needs of market groups to promote product upgrading. We will make scientific plans to develop tourism with distinctive features. First of all, based on the actual development of the local situation, focusing on the local characteristics of agricultural resources and local culture, actively carry out agricultural knowledge popular science, cultural exchanges, scenic spots sightseeing and leisure activities, to attract tourists from all over the country to participate in the rural tourism team. Second, to fully exert the unique local cultural resources, protect the non-material cultural heritage, local fusion of local culture, linkage business, transportation, media cooperation, optimize infrastructure, solve the problem of "the last kilometer" of rural tourism, to rational planning of land resources at the same time, improving the quality of characteristic tourism development, brand symbol formation characteristics.

4.2 The government should promote collaborative progress

Cooperate with the government to help promote the institutional supply of tourism under the digital economy. Grassroots governments can rely on the tourism resources of local rural areas, especially the characteristic advantages of agricultural products, and establish a set of policies suitable

for the development of local rural digital economy. In this regard, we need to improve the environmental governance mechanism, build a "beautiful countryside", raise residents' awareness of environmental protection, and boost the long-term development of tourism. The government should attach importance to the role of tourism in promoting the development of rural economy, build a fair market environment for competition, and promote the market-oriented development of rural tourism.

Strengthen education and cultivate high-quality talents in rural tourism industry. On the one hand, we should encourage high-quality talents to devote themselves to rural development and construction, on the other hand, we should cultivate a large number of high-quality talents in rural tourism. Therefore, it is necessary to go deep into the field of rural tourism, construct a specialized digital network education platform for rural areas, utilize network management technology, integrate tourism information resources, and build and perfect an intelligent comprehensive platform. Local governments want to cooperation with neighboring universities, through policy propaganda and material incentives to attract young cadres and relevant professional college students to the countryside, rural tourism industry development for the digital economy to nurture and reserve talented person, this is helpful to cultivate "know both tourism market rules, and master of tourism management, and can effectively integrate and utilize interdisciplinary talents, the development of tourism and cultural resources". The industry chain of the tourism industry is a gradually complete system. It is necessary to stimulate the learning and innovation ability of local residents, so that they can master the working process of online booking, sales and after-sale. When customers have doubts, they should offer services on their own initiative to show the high quality of the service staff of the local tourism industry.

4.3 Improve the competitiveness of rural tourism from the perspective of residents

Expand publicity channels to promote the integration of urban and rural tourism industry chain. To develop the infrastructure of rural digital economy, it is necessary to develop the marketing method with higher matching degree. In this regard, the official website, CCTV publicity, tourism APP, Tik Tok, WeChat official account and other multimedia social platforms can be used to market the immersive tourism experience integrating agriculture and tourism. Rural tourism can build regional architecture, which should be combined with excellent traditional culture to demonstrate cultural confidence and carry out cultural innovation, which is conducive to strengthening public impression and allowing tourists to have a comprehensive understanding of local culture from multiple angles. At the same time, diversified scenic spots should be built to give tourists a better regional experience. In addition, the relationship between tourism enterprises and customers should be well connected so as to better form the tourism industry chain of urban-rural integration (Yin, 2013).

Actively train technology and integrate into the Internet economy. Rural tourism should carry out investigation activities in areas with advanced digital technology, which is conducive to broaden thinking, broaden development ideas, increase investment attraction, introduce big data

enterprises, rely on platform advantages, industrial advantages, policy advantages, and also conducive to attracting digital economy talents. Rural tourism should cultivate interdisciplinary talents who not only understand cultural tourism but also are proficient in digital knowledge. In the daily training, attention should be paid to improving the reception level of service personnel. Relevant employees should be trained and assessed. From the dress code to the reception etiquette, from the welcome tone to the service provision, the "soft" requirements should be paid attention to. At the same time, we should adapt to new business models such as online celebrity economy and live broadcasting with goods. We should devote ourselves to cultivating young and diversified professionals with professional skills, and constantly improve the comprehensive quality of rural residents.

We will extensively absorb nongovernmental funds. All rural areas should take practical actions to actively strive for the superior financial support for local tourism. We should actively promote the infrastructure construction of tourist attractions, such as transportation, network communication, medical and health care, which will not only help improve the convenience between regions, but also widely attract social funds to make public infrastructure and services more favorable to rural areas, so as to accelerate the modernization of agriculture and rural areas.

5. CONCLUSION

In a word, it is very necessary for rural tourism to combine with the development of digital economy, which plays a huge role in improving the living standard of rural residents in China and improving economic benefits. In order to give full play to the support of digital economy to the development of rural tourism, farmers, government and society must work together to promote the development of rural tourism under the background of digital.

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