

Research on the Sustainable Development of Rural Tourism in the Context of Post-productivism

-- Take Dexing City as an Example

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Abstract

For a long time, the development of rural tourism has been regarded as a simple economic activity by the academic circles, focusing on the pursuit of economic benefits, while relatively ignoring the impact of tourism on future development. The adverse impact of tourism on the rural environment, especially the natural environment, will not only hinder the sustainable development of rural tourism, but also hinder the sustainable development of rural tourism. It will also have a corresponding adverse impact on rural development and construction. Based on the theoretical perspective of "Post-productivism". Taking Dexing City in Zhejiang Province as an example, this paper discusses the sustainable development of rural tourism through field research. The analysis shows that: At present, there are some problems in rural tourism, such as the weak development momentum of Tourism-related industries, the lack of accurate brand positioning, the backward development of residential industry and the backward construction of rural ecological environment, which need to be solved through industrial integration development, brand positioning, the development of new residential industry and the reconstruction of rural ecological environment, so as to effectively improve the sustainable development ability of rural tourism in China.

Keywords

Post-productivism; Sustainable Development of Tourism; Rural Tourism.

1. Introduction

For thousands of years, China's rural areas have been aiming at productivism: vigorously developing the primary industry in order to provide agricultural products to meet the food supply of the whole society. With the development of the national economy, China's rural areas have gradually got rid of the constraints of productivity, and new industries are constantly emerging. It has become unrealistic for rural areas to rely solely on the development of breeding industry. The concept of "post-production" has been developed and established, and the focus of agriculture has begun to shift to meet the needs of society for ecosystem services and cultural landscape protection. Agricultural Post-productivism is widely defined by scholars as a process of gradual adjustment from productivism to rural sustainable development, including extensive and diversified farms and methods of protecting rural cultural landscapes. As well as the importance of enhancing the added value of agricultural products, and ultimately solve the problem of lagging rural development. Among many industries, tourism can stimulate mass consumption, increase social employment and promote economic growth, which can greatly solve the problem of lagging rural development. But now the competition in the tourism market is fierce, how to stand out among many tourist destinations? Sustainable development of rural tourism in Dexing?

2. Current Situation of Rural Tourism in Dexing City

In recent years, Dexing City has vigorously carried out a series of activities to create beautiful countryside by striving to create beautiful countryside demonstration counties. Protect and develop local culture and create beautiful rural tourism in Dexing. At the same time, the development of rural tourism has promoted the adjustment of rural industrial structure and the growth of farmers' income. Rural tourism has become one of the most effective ways to coordinate urban and rural development and narrow the gap between urban and rural areas.[1] Dexing Rural Tourism Scenic Spot has formed Damaoshan Scenic Spot.

Wangjiajiang Village

Located in Wangjiajiang Village, Xiangtun Street, it is simple, industrious and pragmatic. Traditional handicraft workshops such as tofu workshop, oil press workshop and wine-making workshop in the village are flourishing, providing one-stop service for tourists to eat, live and travel.

Upstairs Building Pastoral Complex

Located in Yangjiawan Village, Xiangtun Street, Dexing City, Jiangxi Province, the pastoral complex is an AAAA-level rural tourist spot in Jiangxi Province, integrating catering and accommodation, agricultural production demonstration, leisure vacation, agricultural sightseeing, farming experience, outdoor development, fruit and vegetable picking, special breeding, fishing, field barbecue, go-kart, parent-child paradise, water paradise, grass skiing and other functions.

Wushi Rural Tourism Cultural Complex

Located in Wushi Village, Xinying Street, Dexing City, Jiangxi Province, Wushi Rural Tourism Cultural Complex is a AAA-level rural tourist spot in Jiangxi Province, which integrates catering and accommodation, agricultural production demonstration, leisure vacation, agricultural sightseeing, farming experience and cultural experience. It has been awarded the gold medal of rural tourism in China, AAA-level rural tourism spots in Jiangxi Province, demonstration sites of leisure agriculture in Jiangxi Province, top ten places of leisure and health preservation in Jiangxi province, and demonstration stores of safe consumption in Jiangxi province.

Jiangxi Qingsheli Pastoral Complex

Jiangxi Qingsheli Pastoral Complex is located in Chikou Farm, Dexing City, Shangrao City, Jiangxi Province, forming a functional layout of "one base and five districts". Qingshe Li means green fields, green mountains, green waters, giving up one's life, giving up one's life and living in a house. It relies on mountains, waters, fields, forests and villages, takes healthy okra as the leading industry, and takes scientific and technological agriculture and intelligent agriculture as the innovation. Taking the educated youth culture of agricultural reclamation as the context, it advocates the concept of returning to nature for vacation and the spirit of rural rehabilitation culture.

Under the opportunity of building beautiful countryside, Dexing has made some achievements in developing new forms of tourism. Compared with other counties and cities, the advantages of rural tourism scenic spots are obviously insufficient, and the current slow development of rural tourism is an obvious shortcoming in the overall construction of beautiful countryside.

3. Problems in the Development of Rural Tourism

3.1. The Development Momentum of Tourism-related Industries is Weak

Rural tourism, as an important way for people to understand the countryside, familiarize themselves with nature and realize the ecological beauty, is of great help to solve the problems of lagging rural development, single industry and integration of three industries. In the process

of scenic spot development, tourism economy alone is not enough to support the sustainable development of rural areas, and the situation faced by rural tourism in Dexing is similar to that of most scenic spots. There are many remedies and improvements in industrial integration. Under the excellent conditions of rural tourist attractions, other related industries should be developed to promote the development of industrial integration and increase farmers' income.

3.2. Lack of Accurate Brand Positioning

Each scenic spot always has its unique brand highlights in its development process, but at present, the inaccurate positioning in the management of rural tourism scenic spots is widespread, including the crowd positioning, regional positioning and brand positioning of scenic spots need to be improved urgently. Dexing rural tourism scenic spots have unclear consumer groups and regional positioning. The unique culture of rural areas is not clearly conveyed to tourists, and the complex culture of modern scenic spots is no longer concerned by tourists, so scenic spots urgently need to provide heterogeneous culture to attract residents living in cities. They lack the ability to create their own brand characteristics of scenic spots, and the problem of regional characteristics is not obvious.

3.3. Backward Development of Residential Industry

Family hotel is a new characteristic project in the development of rural tourism, which is different from the previous farm tourism. In recent years, the development of rural residential quarters in Dexing City has just entered the initial stage, but due to the lack of detailed architectural layout planning, insufficient development of rural natural features, and lack of rural cultural charm. There is a lack of comprehensive and long-term regional integration planning. The ownership of residential land is not clear and the momentum of development is insufficient. [2] The quality of service provided by residential accommodation operators is uneven and the overall quality is not high. The quality of residential operators is uneven, although there are some new generation operators with higher education, new themes and new ideas, but most of the villagers in the surrounding areas are operators. Such managers often lack business thinking and cultural connotations.

3.4. Rural Ecological Environment Construction is Backward

Rural residents in Dexing live scattered, production and lifestyle are backward, people and livestock space are mixed, village construction planning is poor, and environmental protection funds are lacking. Rural environmental protection infrastructure construction is weak, roads are not hardened, there are no public toilets, there are almost no large garbage and sewage treatment facilities in villages and towns, and it is impossible to carry out unified treatment of domestic garbage and sewage. Rural residents lack awareness of environmental protection. Due to the neglect of environmental protection education for farmers in rural economic construction, although the living standard has been greatly improved, the awareness of environmental protection is still low, the phenomenon of littering and waste water discharge is still common in life, and there is no sense of mission and responsibility for environmental protection. Rural water pollution sources mainly come from industrial, agricultural and domestic sewage. At the same time, untreated domestic sewage in rural areas directly pollutes drinking water sources, resulting in different degrees of pollution of drinking water, eutrophication of surface water, gradual deterioration of groundwater quality, which can not meet the needs of farmland irrigation.

4. Solution

4.1. Give Full Play to the Multi-functionality of Agriculture and Promote Industrial Integration through Tourism

In the view of Post-productivism, the Multi-functionality of agriculture is of great significance to the development of rural economy. Agriculture has the functions of providing food crops, promoting the overall social development, inheriting Chinese history and culture, regulating the natural ecology, and achieving the coordinated development of the national economy. Tourism is an important part of the tertiary industry. In the process of development, it can effectively use the beautiful scenery of mountains and rivers, make the inherent traditional customs and culture of rural areas organically integrate with modern urban civilization, combine its own tourism resources, perfect transportation infrastructure and accommodation industry represented by hotels to form a rural tourism industry chain, promote rural economic development, and maximize the value of rural tourism resources. For the purpose of tourism, it can not only promote the development of local economy, but also protect and develop natural resources with rural characteristics and inherit characteristic culture.

4.1.1. Combination of Health and Tourism

In recent years, with people's attention to healthy life, the "big health" industry is rapidly entering a new round of growth. As a combination of tourism and "big health" industry, health tourism has a good market environment and is a blue sea market with huge development space. China's health industry accounts for only 4% -5% of the country's GDP, which is far below the level of developed countries such as Europe, America and Japan. There is a huge space for development. In the "14th Five-Year Plan", China's health industry may break the 10 trillion market scale. As an important part of the health industry encouraged by the state, health tourism is developing into a blue sea under the influence of various positive factors. The core value of tourism vacation is the physical and mental health of tourists, and tourism and health have a natural coupling. It has laid the foundation for the development of healthy towns. [3]

4.1.2. Combining with Ecological Environment to Create Ecological Health Preservation

That is to say, relying on the good climate and ecological environment of the project site, we should build health preservation formats such as ecological experience, vacation health preservation, hot spring spa health preservation, forest health preservation, mountain heat preservation, island cold preservation, Lake Health Preservation, mineral health preservation and pastoral health preservation to create leisure farms, health resorts, health valleys, hot spring resorts and ecological hotels. Form an ecological health industry system.

4.1.3. Develop Health and Enjoy Old Age in Combination with Health Care and Old-age Care

Medical treatment, climate, ecology, rehabilitation, leisure and other elements will be integrated into the pension industry to develop rehabilitation, residential pension, leisure and vacation "migratory bird" pension, elderly sports, elderly education, elderly cultural activities and other formats [4], build a pension holiday base and other projects that integrate pension residence, pension support and pension services, and promote the common development of nursing, catering, medicine, elderly supplies, finance, tourism, education and other industries.

4.1.4. Combining with Sports to Create Sports Fitness

Relying on the topography and resources of mountains, canyons and water bodies, we will develop outdoor health products such as mountain sports, water sports, outdoor development, outdoor camping, outdoor sports, orienteering, health preservation, extreme sports, traditional sports, hiking and exploration. Promote the deep integration and development of sports, tourism, vacation, fitness, sports events and other forms of business.

4.1.5. Combining with Cultural Leisure to Create Cultural Nourishment

Deeply excavate the religion, folklore, history and culture of the project site, combine the market demand and modern lifestyle, and use creative means to create tourism products that are conducive to nourishing the mind, so that tourists can cultivate their moral character, return to their original mind and cultivate their sentiments while gaining cultural experience. For example, relying on religious resources, building cultural resorts and relying on traditional Chinese culture. Build a Chinese learning experience base and so on.

4.1.6. Combining with Leisure Agriculture to Create Healthy Diet and Health Preservation

Medicine and food are homologous, which is a major feature of Oriental food. Food culture is a very important part of health tourism. The development of healthy food, combined with leisure agriculture, through the development of ecological breeding industry, develops ecological healthy food suitable for specific groups of people and with health care functions. At the same time, it combines ecological sightseeing, farming experience, food processing experience, catering production experience and other activities to promote the development of healthy food industry chain.

4.1.7. Create Health Care by Combining Traditional Chinese Medicine and Modern Medicine

The composition of health care products is mainly guided by the theoretical knowledge of traditional Chinese medicine, Western medicine, nutrition, psychology and so on, combined with the physiological and behavioral characteristics of the human body, with drug rehabilitation and drug treatment as the main means, with certain leisure activities for rehabilitation and health tourism products, including health examination products. It is one of the important contents of medical tourism development. [5]

4.1.8. Combining with Holiday Residence to Create Residential Health Preservation

Residential health preservation is a way of health preservation with the concept of health preservation and the development of vacation real estate as the leading factor. Health-preserving residential communities provide people with not only living space, but also a way of life. In addition to the characteristics of building ecology, good environment and healthy food, it also provides a full range of health care and health facilities and services. It also provides people with meditation and meditation space to achieve the purpose of self-cultivation.

4.2. Accurate Positioning of Scenic Spot Brand IP

According to Post-productivism, agriculture has the functions of increasing employment income, ecological protection, sightseeing and leisure, cultural heritage and non-productive utilization. Looking around the world, the practice of Post-productivism villages in developed countries has great reference significance for the construction of rural tourism infrastructure, the transformation of tourism environment and the planning of tourism space in China. The rural "smart development" strategy in the United States (Missouri | Grant Farm, watching animal performances and contacting hundreds of animals), the "one village, one product" rural revitalization campaign in Japan (Hokkaido | Meiying Town, crossing the jigsaw puzzle road, looking for the tree of health and Mary or the tree of seven stars, soaking in platinum hot springs, tasting delicious curry Oolong noodles), and so on. Rural economy and culture can be reconstructed and revitalized together. It can be seen that in the process of development, developed countries constantly highlight the characteristic IP of scenic spots, and the refreshing brand characteristics can easily stand out in the tourism market. IP with "humanity" can be remembered by tourists for a longer time. We are in the era of traffic. However, tourists are still the basis for the development of scenic spots and the key to building IP. The most

important thing is to interact with tourists more, enhance the stickiness of tourists, and let tourists feel the unique rural culture of the scenic spot.

4.3. Upgrading Old Houses and Residential Accommodation, Innovating Cultural Content and Activating Rural Tourism

In contrast to productivism, in which food production is at the core of traditional development values, Post-productivism means "changing from one mode of production development to another". In the process of rural tourism development, besides using natural tourism resources to develop scenic spots, the tourism mode of residential immersion experience is gradually becoming a new way of development. Residential accommodation belongs to the new standardization, which can also be characterized as personalized standardization, which is the so-called "tonality" and consumption upgrading. [6] In the vast rural areas of Dexing City, there are a large number of old houses. In some areas, due to the outflow of the working population, most of these old houses are in disrepair and the living conditions are poor. While aiming at improving the rural living environment, the government can make scientific and rational planning for rural residential accommodation, and then develop rural tourism economy. By renting the old houses in the villagers' homes, Young entrepreneurs are recruited to enter the scenic spot for a certain number of years free of charge. But entrepreneurs need to be responsible for renovating their old houses. Such an innovative model can greatly solve the problem of funds and revitalize the idle old houses. Homestay is not a simple transformation of a hollow village, it needs other content to carry. The surrounding environment and the homestay to be developed have a unified style and a rising style. So as to guide rural tourism on the right track and promote the sale of unsalable agricultural products in rural areas, which can not only increase the income of villagers, but also change the appearance of rural farmers qualitatively.

4.4. Reshaping the Rural Ecological Environment with the Concept of "Two Mountains"

In the practice of Chinese rural areas under the guidance of productivism, under the influence of rapid industrialization and urbanization, rural areas have experienced "recession" and "dualization", a large number of rural labor force has been lost, rural ecological construction has stagnated, and the nativeness of the country has been gradually lost due to the de-spatialization of modern capital accumulation and reconstruction. [7] The post-production theory encourages the diversified development of rural areas, and strengthens the protection of the ecological environment, rural cultural heritage and rural landscape while developing the rural economy. In the process of environmental governance, scenic spots should learn from the concept of "two mountains", "integrate mountain and water resources, excavate folk customs and create characteristic tourism villages", vigorously carry out village renovation and farm house renovation, so as to achieve the development goal of "integrating mountain and water resources, tapping folk customs and creating characteristic tourism villages". Scientifically plan the layout of "scenic spots" in villages and transform the functions of villages. To promote the "scenic spots" of villages, we should manage villages well with the concept of scenic spots, clarify the construction standards of scenic spots of villages, strengthen the development ideas of green tourism, optimize the layout of tourism development, carry out the action of improving rural environmental landscape, and pay attention to excavating historical and cultural tourism resources with rural characteristics. The natural ecological environment with beautiful mountains and rivers and beautiful lakes can be seen everywhere in the scenic area, so that tourists can feel the scenery of mountains and rivers at a glance. We should manage villages well with the concept of scenic spots, clarify the construction standards of village scenic spots, strengthen the development ideas of green tourism, optimize the layout of tourism development, carry out the action of improving rural environmental landscape, and pay

attention to tapping the historical and cultural tourism resources with rural characteristics. Improve the supporting facilities of village functions, strengthen the training of tour guides and other tourism talents, especially ensure the construction of parking lot supporting services, health care, catering and accommodation services, improve the quality of tourism services, and enhance tourists' recognition of rural tourism.

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