

Study on Rural Leisure Tourism Planning from the Perspective of Global Tourism

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Abstract

In recent years, with the continuous growth of China's national income level and the continuous optimization of social and economic structure, the status of tourism in social development and the national economic system has gradually escalated. The thinking of global tourism will lead the development of tourism planning in the new era. Promoting global tourism is the re-positioning of tourism development strategy in the new stage of our country. With the advent of the era of national tourism, tourists' requirements for the quality and mode of tourism have gradually improved. At the same time of popularization and nationalization of tourism consumption, it also puts forward the requirements of diversification of demand, quality of supply and diversification of main body. The whole country's rural tourism makes full use of the various resources of the tourist destination, and plans all the villages around the tourist route as scenic spots. Rural tourism is a tourism plan that coordinates urban and rural development and continuously promotes the optimization of tourism structure and re-allocates resources between urban and rural areas. In this way, we will improve the rural ecological environment and truly build beautiful villages.

Keywords: *Global Tourism; Country; Tourism Planning*

1. INTRODUCTION

The tourism age of Chinese residents has reached a new stage, in which national tourism, individual tourism and self-driving tourism are the main parts. It is proposed that the mode of global tourism should be changed from scenic spots, and the re-orientation of tourism development should be carried out [1]. Looking at the development process of several decades since the reform and opening up, we can clearly see that China is rewriting the chapter of history at an unprecedented speed of development. With the advent of the era of national tourism, tourists' requirements for the quality and mode of tourism have gradually improved [2]. At the same time of popularization and nationalization of tourism consumption, it also puts forward the requirements of diversification of demand, quality of supply and diversification of main body for tourism [3]. The National Tourism Planning and Development Work Conference focused on the use of global tourism thinking to lead the development of tourism planning and development work in the new era, and give full play to the basic and strategic position of planning and development work in the development of tourism [4]. Rural revitalization needs to be driven by industry and relying on population mobility and agglomeration. Thereby promoting the overall improvement of the rural economy, society and the environment. The whole country's rural tourism makes full use of the various resources of the tourist destination, and takes all the villages around the tourist route as scenic spots to plan [5]. Effectively integrate various industries into the development of rural tourism and realize the all-round development of rural tourism.

The concept and concept of global tourism has a strong sense of innovation, allowing the whole industry and society to recognize that China's tourism has entered a new stage of development [6]. Through the overall planning of the whole region, regional tourism resources can be effectively integrated. Promote the economic development of the whole region through industrial integration development, related infrastructure construction, and ecological environment improvement [7]. How to scientifically guide the implementation of planning and construction of villages with different resource characteristics in the context of global tourism is an important issue facing current planning workers. As an important part of the national economy, the development of tourism fully reflects the economic development trend and characteristics under the new normal [8]. Rural tourism is a kind of tourism

planning that coordinates urban and rural development, and constantly promotes the optimization of tourism structure and re-allocation of resources between urban and rural areas. In order to improve the rural ecological environment and truly build a beautiful countryside [9]. To achieve the direct integration of urban civilization and rural civilization, promote rural economic development, and enhance the quality of civilization. And then accelerate the transformation from traditional life style to modern life style.

2. THE TREND OF RURAL TOURISM DEVELOPMENT

With the requirement of deep sightseeing, experience and interactive tourism, traditional scenic spot tourism has become a bottleneck. The development of rural tourism in the future is a panoramic industrial integration under the utilization of various resources, and more importantly, it tends to be green and ecological. Global tourism needs to create a unified city and regional brand within the region, and strengthen a market memory point. And enhance the market competitiveness, through regional brand and urban marketing to promote the overall development direction of global tourism. Under the traditional tourism system, tourists are just point-to-point sightseeing, only need a traffic link to the tourist's residence and scenic spots. More and more rural people are yearning for the city, and there has been a large-scale out-of-work job. The potential mining villages mostly use agricultural cropping as the main economic source, and the population loss of young and middle-aged people is serious. While protecting natural resources, inherit the characteristic culture and realize affluent civilization. The combination of rural tourism and the prevailing global tourism concept shows new vitality and vitality. Rural tourism resources are also more diversified beyond the boundaries of traditional tourism resources.

To develop a diversified business model, it is necessary to coordinate the development of various fields, and it involves a wide-ranging thinking model. Although global tourism has different names and practices in different countries, the integrated and diversified sustainable development model of its planning and development is basically the same. The new normality has spawned new ideas, new understandings, and new models. Global tourism is a new concept and model of tourism development that emerged in this context. Rural revitalization needs industry-driven, population mobility and agglomeration-based, so as to promote the overall upgrading of rural economy, society and environment. We should abandon the narrow concept of independent development, break the extensive mode of family decentralization, and make use of various forms of innovation. To a certain extent, the emergence of global tourism provides an endogenous driving force for the completion of rural tourism mission.

Through the process of tourism, we can get unusual experience and experience, and get spiritual and emotional satisfaction. In recent years, people's enthusiasm for residential accommodation or cultural tourism content can be seen that tourists are more willing to experience the local culture. The data communication link is composed of GPRS communication module, base station of telecom operator and data processing center [10]. The location data and other related data generated by the positioning of electronic guide card are first transmitted to telecom service operators through GPRS channel, and then the operators transmit the data to the data processing center through Socket technology, and vice versa. The principle of data communication link is shown in Figure 1.

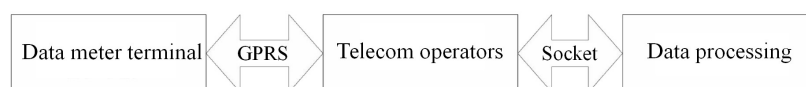


FIG. 1 PRINCIPLE OF DATA COMMUNICATION LINK

In the village of Jingcun symbiosis, Jingcun, with its characteristic culture or characteristic landscape resources as its core attraction. Due to the close geographical distance, it is easy to produce similar tourism products, resulting in fierce competition for homogenization. With the rapid development of China's global tourism, the development of global tourism at this stage should further strengthen the training of tourism professionals, in order to solve the urgent need for professional tourism management talents in the context of global tourism. The global tourism is to meet the needs of mass tourism consumers and to enhance the quality of mass tourism consumers. The primary means by which a teacher influences a student in the teaching process is his knowledge and ability [11]. Accommodation should embody local characteristics, not only to improve the reception and nursery, to establish hotels that can accommodate large groups, but also to have small-scale boutique accommodation. Strategically, it is

necessary to integrate regional resources comprehensively, complement each other's advantages, and embody the integrated development of urban tourism and rural tourism. Further deepen the research and application of demand level theory in tourism industry. It will promote the tourism industry to move towards a direction more in line with the social development trend and meet the diversified and personalized needs of people.

3. DEVELOPMENT OF RURAL TOURISM FROM THE PERSPECTIVE OF GLOBAL TOURISM

Global tourism has changed the mode of tourism development with tourism resources as a single factor. The tourism development models of tourism and capital, tourism and internet, tourism and residents' life, tourism and urbanization development are constructed. In the global tourism planning, some characteristics of folk customs which are neglected in traditional tourism concepts are discussed. Under the background of global tourism, tourism management professionals in higher vocational colleges are no longer the traditional tourism management professionals, and their extension and connotation expand with the continuous development of tourism industry. With the transformation and upgrading of tourism industry from traditional tourism to leisure and vacation, and the requirement of tourism development from scenic spots to tourist destinations, a new concept of regional tourism development with brand-new orientation is put forward. Due to the strong dependence on the scenic spot, the attraction ability of its own source is weak, and it enters the stage of stagnation or fading. The villages must exchange experience with each other and exchange information to improve effectiveness and gain a deep understanding of the market. Do not let go of every valid information, pay attention to the timely win of the news, and firmly grasp the information points.

Global tourism needs to create a unified urban and regional brand within the region to strengthen a market memory point. In the content of tourism psychology textbooks, tourism consumer psychology and tourism service psychology are its core content. Table 1 shows the statistics of tourism consumer psychology in tourism textbooks.

TABLE 1 STATISTICS ON THE PSYCHOLOGICAL CONTENT OF TOURISM CONSUMPTION

Content	Tourist perception	Travel motivation	Tourist personality	Tourist attitude	Tourist learning
Quantity (this)	51	54	52	55	17
Proportion(%)	89.2	87.1	88.3	83.2	26.5

The concept of tourism is constantly evolving and changing with the development of the times, and its connotation and extension are constantly changing. Some colleges and universities have problems in the training of tourism English professionals, and the training objectives are not clear, and the curriculum is large and comprehensive. It is very necessary and urgent to train professional tourism management professionals in vocational colleges in view of the global tourism background. Most of the rural tourism projects in the region only stay in a single sightseeing tour or a low-level experience tour, and high-quality tourism projects are lacking. Global tourism emphasizes the leading role of tourism in the process of regional overall planning, urban-rural integration and new urbanization, and the prominent position of tourism in the industrial structure of the whole region. We should vigorously tap the connotation of local culture and comprehensively improve the brand building of local talents. To build a rural area with a good ecological environment and a traditional style. Successful global tourist destinations in the world have their own unique local culture. They also have their own characteristics and strategies in cultural inheritance, development and preservation.

4. CONCLUSIONS

The development of global tourism has brought tremendous changes to the tourism industry of famous cities and regions in the world. This change deeply reflects the people-oriented, value-oriented concept of tourism management and humanized service. Tourism has entered a stage of rapid development, and tourism has become a driving force for regional development. Rural tourism is a complex giant system, and rural tourism from the perspective of global tourism involves many aspects. The rapid progress of the times has brought impetus to the vigorous development of tourism. Under this background, global tourism emerged as the times require. Rural tourism from a global tourism perspective is a far-reaching change that promotes the development of the rural economy in the new era. All

departments should make every effort to ensure that the city's tourism planning can be implemented. The deeper the experience of the visitor at the destination, the stronger the sense of belonging and the longer the stay. Tourists are truly repeat customers of this tourist destination, and ultimately improve the quality of regional tourism development. This is also one of the important goals of promoting global tourism. Putting forward the planning improvement strategy and empirical analysis through the case is of great significance to the revitalization and development of the vast rural areas.

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