

The Practical Role and Optimization Strategies of Rural Tourism in Promoting Rural Revitalization in the Post Epidemic Era

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Abstract

In the post pandemic era, rural tourism development has enormous value in solving the tourism consumption needs of the masses, assisting rural prosperity, and promoting economic and social development. This article is based on the study of the role of tourism in the post pandemic era, using methods such as questionnaire survey, literature analysis, and field investigation to analyze the importance of the role of tourism in rural revitalization in the post pandemic era. On this basis, new ways and means to leverage the role of rural tourism in the post pandemic era were further analyzed, providing certain policy references for using tourism to promote rural revitalization and development.

Keywords

Post Pandemic Era; Rural Tourism; Rural Revitalization.

1. Introduction

The report of the 20th National Congress clearly pointed out that rural revitalization is an important deployment made by Xi Jinping to solve the "three rural issues". Today, as the Chinese nation embarks on a new journey towards the second centenary goal, our party has seized the historical opportunity to shift the focus of "agriculture, rural areas, and farmers" work to comprehensively promote rural revitalization and coordinate urban-rural development. Many rural areas regard promoting the development of rural tourism as an important means of revitalizing rural areas. The scale of rural tourism market continues to expand, and new formats and models continue to emerge. Rural tourism has become an effective way to implement the rural revitalization strategy, playing a key role in improving the rural living environment, expanding channels for farmers to become rich, and promoting the modernization of agriculture. However, the COVID-19 has seriously hindered the development of tourism in rural revitalization for three years. On December 7, 2022, the Comprehensive Group of the Joint Prevention and Control Mechanism of the State Council issued the Notice on Further Optimizing the Implementation of the Prevention and Control Measures for the COVID-19, which means that the tourism industry can radiate new vitality and role in the new post epidemic era.

2. The Current Situation of Rural Tourism in the Post Pandemic Era

In 2020, the COVID-19 epidemic suddenly broke out and ravaged the world, which had a certain impact on the global people and all walks of life, especially the tourism industry with strong contact, aggregation and mobility. During the epidemic, the total annual loss of domestic

tourism revenue in China was over 4 trillion yuan, accounting for about 60% of the annual loss. The scale of the tourism market has shrunk in a cliff like manner. However, under the correct leadership of the Party and the government, China has made remarkable achievements in epidemic control. After the full implementation of the Notice on Further Optimizing the Implementation of COVID-19 Prevention and Control Measures, China has officially entered the post epidemic era. Due to the significant restrictions and inconveniences on people's lives during the epidemic, they live in a relatively closed environment, and their demand for outdoor activities is suppressed to a certain extent. People's psychology also experiences varying degrees of trauma, and they generally feel suppressed, frustrated, and anxious. Once the epidemic is lifted, the demand for travel will increase significantly. This is because tourism can help people relieve stress and troubles, relax their body and mind, enjoy new environments and experiences, enhance happiness and mental health, and alleviate the dual pressure of the epidemic on people's physical and mental health over the past three years.

In the post pandemic era, people are more concerned about health and safety. The fresh air, beautiful natural environment, and abundant leisure atmosphere in rural areas provide more opportunities for outdoor activities for tourists, meeting the urgent need for people to get close to nature and becoming an ideal choice for tired urban life. In addition, most Chinese people have a local sentiment, and rural areas with good mountains, water, and scenery are a paradise for their spiritual relaxation.

In short, after the epidemic, people chose rural tourism mainly out of considerations for safety, health, natural environment, and mental health, as well as to support local economic development and seek new tourism experiences. Various factors have made rural areas a beloved tourist destination for Chinese people, and rural tourism has become the preferred way for people to relax and unwind. Rural tourism has been revitalized with new vitality.

3. The Role of Rural Tourism in Promoting Rural Revitalization in the Post Pandemic Era

It is an important part of Chinese path to modernization to comprehensively promote rural revitalization and realize the modernization of "agriculture, rural areas and farmers". To achieve the overall goal of "prosperous industries, livable ecology, civilized rural culture, effective governance, and prosperous living" in rural revitalization, it is necessary to choose industries with sustained growth, comprehensive driving force, urban-rural coordination, and broad inclusiveness as support, and rural tourism is one of the important choices. Although the tourism industry has been affected to some extent due to the epidemic, its role in promoting rural revitalization in the subsequent economic recovery and development is still very obvious.

3.1. Rural Tourism Promotes Local Economic Development

The development of rural tourism plays a driving role in the local economy. The tourism industry is a comprehensive industry with the characteristic of "one industry driving hundreds of enterprises". The linkage effect of "one industry prospers, one hundred industries prosper" can make rural tourism a new economic growth point, while also creating more employment opportunities for the development of this era. While attracting labor to stay in the local area, the influx of tourists has injected economic vitality into various aspects of rural areas. By developing local characteristic tourism resources and providing related tourism services, we can drive the rise of related industries, such as agricultural product processing and local specialty handicraft products, and promote diversified development. Rural residents can not only increase their income and improve their living conditions, but also contribute to building the most beautiful countryside, improving infrastructure, and increasing their life satisfaction and happiness index while improving the tourism industry.

3.2. Protecting Traditional Culture and the Environment

The source of the 5000 year civilization history of the Chinese nation is in the countryside, and the main body is in the countryside. It is necessary to dig deeply, inherit and innovate the excellent traditional local culture, promote the integration of the rural society with farmers as the main body into spiritual civilization, and promote Chinese path to modernization with the revitalization of rural culture [3]. Traditional culture is the root of the Chinese people, and only if it can be passed down can we not be scattered like floating duckweed in the tide of the times. Developing rural tourism is of great significance for protecting and inheriting local traditional culture and natural ecological environment. Through rural tourism, tourists not only learn about traditional rural culture, folk customs, and participate in agricultural activities, but also contribute to the inheritance and protection of rural historical and cultural heritage. In addition, rural tourism has high requirements for the natural environment, which means that when developing the tourism industry, it will promote awareness of the protection and sustainable development of the natural environment, promote the improvement of the rural ecological environment, and further implement the policy of "green mountains and clear waters are as valuable as gold and silver".

3.3. Promote the Integrated Development of Urban and Rural Areas

Rural tourism is a reliable measure to improve the quality of life of urban and rural residents. Living in an environment where the air is unclean, the water is not clean, the food is not green, noise pollution, strong light interference, excessive radiation, and garbage is surrounding the city generally puts significant psychological pressure. They need to have a brief trip in their leisure time to experience the free and relaxing beauty of the countryside. Urban residents bring advanced concepts through rural tourism, thereby enhancing the spiritual, cultural, and environmental awareness of rural areas, promoting the interaction and common prosperity of urban and rural spiritual and cultural life. Rural tourism has brought new development opportunities to rural areas, while also providing unique tourism experiences for tourists.

4. Optimization Strategies for Rural Tourism in the Post Pandemic Era

Rural tourism has a relatively mature operating mechanism, but in the special era of post pandemic, rural tourism needs to adopt some optimization strategies to adapt to new forms and needs, meet the diversified, comprehensive, and personalized needs of tourists, and promote the high-quality development of rural tourism.

4.1. Strengthen Health and Safety Management and Services

Based on the reality, compared to the previous "world is so big, I want to go and see" travel that people are more concerned about travel safety and risks. The further development of rural tourism after the epidemic should improve the safety of scenic areas, not only by making the infrastructure of scenic spots more complete, but also by making emergency response policies more comprehensive, so as to give tourists a full sense of security. Rural tourism scenic spots and operators should formulate and implement health and safety measures, including strengthening disinfection, health screening, personnel flow control, indoor air quality management, etc., to ensure the safety and health of tourists. Only by putting the safety of tourists first and providing them with reassuring security services can local tourism radiate true and lasting vitality in the new era.

4.2. Innovate Tourism Products and Inject Cultural Vitality

Although rural tourism currently has strong vitality, it also faces the problem of a single form of tourism and a shortage of tourism products, which can meet the physiological needs of tourists to enjoy the beautiful scenery, but to a large extent, it cannot get close to the spiritual

world of tourists, seriously restricting the further development of rural tourism. Developing more diverse and innovative rural tourism products to meet the diverse needs of tourists is an urgent issue that needs to be addressed in various rural tourism destinations. At the same time, in the context of cultural and tourism integration in the new era, cultural injection into tourism is a call of the new era. Each tourist destination should pay more attention to the spiritual needs of tourists, vigorously strengthen the development of cultural resources, enhance the competitiveness of rural cultural and tourism integration, and achieve a high degree of unity between material and spiritual enjoyment for tourists.

4.3. Strengthen Cooperation and Linkage to Promote Sustainable Development

Cooperation is an important way for sustainable development in rural areas, which helps to achieve win-win and sustainable development for all parties, thereby promoting rural revitalization. Rural tourism involves multiple fields and links, such as transportation, accommodation, catering, scenic spots, etc. Strengthening cooperation among various units can help form a complete rural tourism industry chain and value chain. Strengthening government cooperation, jointly formulating development plans, policy support, and resource allocation; Promote cooperation between travel agencies, farmhouses, and homestays to provide comprehensive tourism products and services. By strengthening cooperation, all parties can share resources and economy together, support and promote each other, improve the comprehensive competitiveness of rural tourism, improve service quality, and promote rural revitalization.

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