

The Development of Rural Tourism in Ordos under the Background of Rural Revitalization Strategy Experience Summary and Improvement Method Research

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Abstract: The implementation of the rural revitalization strategy is a major decision and deployment made by the 19th National Congress of the Communist Party of China. It is related to the realization of country's "two centenary" goals and the building of a well-off society in an all-round way. It is the overall focus of the "three agriculture" work in the new era. As a product of the integrated development of tourism service industry and traditional agriculture, rural tourism has a positive impact on rural development in many ways. The rural revitalization strategy has a good coupling with rural tourism. In recent years, in accordance with the general requirements of the national rural revitalization strategy, Ordos has taken the cultivation and development of rural tourism as an important starting point for practicing the rural revitalization strategy and optimizing the reform of the tourism supply side structure, and has achieved good results. Based on a comprehensive analysis of the advantages of rural tourism development in Ordos, this article systematically summarizes its development experience in the past 20 years, and proposes the effective methods for promotion of rural tourism in Ordos from five aspects: top-level design, industrial chain, facility services, marketing and talent construction.

1. Introduction

The 19th National Congress of the Communist Party of China clearly put forward the implementation of the strategy of rural revitalization, requiring that the development of agriculture and rural areas be prioritized, and in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life, establish and improve the urban-rural integration development system, mechanism and policy system. To accelerate the modernization of agriculture and rural areas. There are many ways to realize the general requirements and goals of rural revitalization. However, foreign and domestic practical experience has proved that the development of rural tourism is an effective way to realize rural revitalization. The national rural revitalization strategic plan also includes a clear arrangement for rural tourism^[1]. Ordos has a long history, rich culture, beautiful environment and colorful folk

customs. It is a major tourist city in Inner Mongolia. At the beginning of the 21st century, driven by national policies and the consumption demand of residents, Ordos began to develop rural tourism. After more than ten years of continuous summary, it initially explored a rural tourism development road with Ordos characteristics. In recent years, in accordance with the general requirements of the national rural revitalization strategy, Ordos has taken the cultivation and development of rural tourism as an important starting point and main direction for practicing the rural revitalization strategy and optimizing the reform of the tourism supply side structure, and has achieved good results. Good policy environment and market environment, continuous optimization of industrial layout and industrial structure, increasingly rich product forms and product formats, active investment in rural tourism, significant economic and social benefits, rural tourism is becoming more and more important in the development of global tourism.

2. The Foundation and Advantages of Rural Tourism Development in Ordos

(1) Smooth and convenient location and traffic conditions

Ordos is located in the southwest of Inner Mongolia. It is adjacent to the ancient Great Wall in the south and adjacent to the three provinces of Shanxi, Shaanxi and Ningxia. It is surrounded by the Yellow River in the west, north and east. It faces Hohhot and Baotou across the river. It has convenient transportation and three-dimensional railways. The standardized transportation system has taken shape. Ordos Airport is the first branch-line 4E-class international airport in North China. As of the end of 2019, it has operated 56 routes and 60 cities. It has formed a 20 million tourist air transportation network with neighboring Hohhot and Yinchuan airports. The railway extends in all directions with a mileage of 2550 kilometers. It has formed a 1-hour traffic circle with Hohhot and Baotou, a 4-hour traffic circle with Shanxi and Shaanxi, and a 4-hour traffic circle with the Beijing-Tianjin-Hebei region in the future. The total highway mileage is 24, 239 kilometers, of which the expressway mileage is 1, 266 kilometers. The two highways of Rongwu Expressway and Baomao Expressway form a large cross traffic in Ordos, which connects many villages and towns in the Yellow River basin along the first-grade highway.

(2) Industrial basic conditions for development and growth

From the perspective of the tourism industry, as of 2019, Ordos has 44 A-level tourist attractions, including 2 5A-level tourist attractions, 27 4A-level tourist attractions, 9 3A-level tourist attractions. Among the 29 star-rated hotels, there are 2 five-star hotels, 8 four-star hotels, and 18 three-star hotels. There are 102 travel agencies, 20 branches, and 78 sales offices. Among them, there are 7 main agencies and 6 travel agencies with outbound management rights. More than 830 households at all levels and types of farming (husbandry) distribute in the city. In 2019, the city received a total of 17.36 million tourists, an increase of 19.4% over the same period of the previous year, and realized tourism income of 50.8 billion yuan, an increase of 15.1% over the same period of the previous year. The growing industrial scale has laid a solid foundation for the development of rural tourism in Ordos.

(3) Rich and unique rural resource conditions

The special geographical location, long history and civilization endow Ordos with rich and diverse rural tourism resources. The specific performance is the following three characteristics: Firstly, rich in variety, large in quantity and high in quality. According to the survey, the rural tourism resources of Ordos can be divided into 6 main categories, 18 subcategories, 47 basic categories, and 384 resource monomers. Among them, there are a total of 163 excellent-level rural tourism resources, accounting for 42.3% of the total single rural tourism resources. Secondly, wide distribution, good combination, obvious difference. Rural tourism resources are widely distributed in the 2 districts and 7 banners under the jurisdiction of Ordos.

They have the characteristics of overall scattered distribution and small-scale concentration. Most of the rural natural resources, heritage resources, village buildings, cultural activities and other resources are multiple combinations. Thirdly, the overall characteristics are distinct and the prairie style is strong. The grassland in Ordos is widespread, with a pasture area of 97.852 million mu, of which 87.391 million mu of usable grassland are available. Many villages rely on grassland, and their life is mostly nomadic, forming a unique nomadic culture in the region, such as the Ordos Mongolian food culture and clothing Culture, song and dance culture, Mongolian and Tibetan religious culture, sacrificial culture, etc. It can be seen that Ordos has a good endowment of rural tourism resources, obvious basic advantages, and high development and utilization value of resources, and it has strong competitiveness in regional market development and competition.

(4) Large-scale source market conditions

Due to the characteristics of rural tourism products, the source of tourists is mainly short-distance leisure and vacation groups. Research by Yongfu Gan, Feng Liu and other scholars shows that 70-130 kilometers away from the city is a more suitable spatial distance for the development of rural tourism^[2]. Taking into account the open area of Ordos, it is more appropriate to set the attraction radius below 150 kilometers, within a 2-hour drive. Therefore, the rural tourist source market of Ordos should be based on the city's customer base, taking into account the important surrounding cities such as Hohhot, Baotou, Yulin, and Yinchuan. The urban agglomeration has a large population base, good economic development, high income levels and strong willingness to travel. For example, Ordos is ranked 66th among the top 100 cities in China in terms of GDP (gross economy) in 2019, with a per capita GDP of 173,000 yuan, second only to Shenzhen, Wuxi, Suzhou, Dongying and Zhuhai city, and sixth in the country.

(5) Continuously favorable regional environmental conditions

In January 2017, the National Development and Reform Commission issued the “Thirteenth Five-Year Plan for Western Development”, which carried out a comprehensive deployment of the Western Development during the “13th Five-Year Plan” period. A number of contents involved the central and western regions of Inner Mongolia, including railways, airports, and non-ferrous metals. Metals, new energy and many other industries. “Hohhot-Baotou-Ordos-Yulin City Group” has become an important level of the overall spatial pattern of “five horizontal, two vertical and one ring”. In February 2018, the State Council issued the “Approval on the Development Plan of the Hohhot-Baotou-Ordos-Yulin Urban Agglomeration”, marking that the development plan of the Hohhot-Baotou-Ordos-Yulin Urban Agglomeration was recognized at the national level. In May 2019, the State Council issued the “Guiding Opinions on Promoting the Development of the Western Region in the New Era to Form a New Pattern”. The “Opinions” strengthened measures from 36 aspects to accelerate the formation of a new pattern in the Western Region Development, which is an important reality for promoting the high-quality development of the western region. In short, the national western development strategy, Inner Mongolia's poverty alleviation and the vigorous efforts to revitalize rural areas, the dislocation development, upgrading and transformation of the Hohhot-Baotou-Ordos-Yulin agglomeration and other favorable regional environments have provided important guidance and basis for the development of rural tourism in Ordos.

3. Summary of the Experience of Rural Tourism Development in Ordos

(1) To achieve a better life as the basic goal

Since 2017, Ordos has given full play to the role of rural tourism in poverty alleviation and rural revitalization, continued to promote tourism poverty alleviation and enrichment projects, and provided poor villages with guidance and tracking services with free rural tourism planning and design, project construction, product development, and operation management. On the one hand,

actively guide farmers and herdsmen to develop leisure farms, branded catering, homestay, four-season vegetable planting, sightseeing picking and other products to share tourism dividends. On the other hand, it advocates and promotes tourism enterprises to participate in tourism poverty alleviation. Among them, travel agencies and farmers and herdsmen have paired poverty alleviation, and scenic spots participate in poverty alleviation in the villages and towns where they have achieved important results. For example, the Suberhan Prairie Tourist Area has established a stable supply and demand relationship of mutton and dairy products with surrounding farmers and herdsmen, and has recruited 60 farmers and herdsmen. At the same time, it has jointly established a horse team cooperative company with 33 surrounding herdsmen, and the income is divided into half. The income of farmers and herdsmen has doubled, and the annual income of some recipients has increased from 10,000 yuan to 100,000 yuan. Farmers and herdsmen are not only the builders and operators of rural tourism, but also the beneficiaries of rural tourism development and the enjoyment of the good life in the countryside.

(2) To improve the top-level design as the primary task

Ordos regards rural tourism as an important starting point for the development of global tourism, adheres to planning and grasps the direction, and has compiled the “Thirteenth Five-Year Plan for Tourism in Ordos”, “The Development and Improvement Plan of Rural Tourism in the Two River Basins of Ordos” and “Ordos Rural Tourism Development and Tourism Poverty Alleviation Special Plan”, focusing on constructing a new pattern of leisure agriculture and rural tourism development. At the same time, it has continuously strengthened policy guarantees and standard construction, and issued a number of policies such as “Opinions on the Implementation of the Rural Revitalization Strategy”, “The Implementation Plan for the Construction of the Rural Revitalization Demonstration Gacha Village”, “The Implementation of the Rural Revitalization Strategy and Industrial Revitalization Fund Support Measures (Trial)”, and “Medium and long term plan for tourism talent development (2018-2025)” to provide funds and talent support for rural tourism development; the “Ordos Rural Tourism Demonstration Gacha (Village) Evaluation Management Measures”, “Ordos Agriculture (animal husbandry and fishery) Jiale Tourism Typical Demonstration Household Evaluation Management Measures” to further standardize the evaluation work, improve the management level and service quality, and guide and promote the healthy development of rural tourism.

(3) Taking the promotion of differential development as the basic direction

According to the characteristics of regional resources, cultural characteristics and industrial characteristics, Ordos has implemented policies in accordance with local conditions, and in accordance with the overall tourism development layout of “One District and Four Belts”. At present, the city has basically formed “along the river, near the desert, holding grass, looking at the mountains, The differentiated development trend of city”. “Along the river” means relying on the Yellow River and the Sarawusu River to excavate farming culture and Yellow River culture, develop agricultural sightseeing tours, farming and fishery experience tours, canyon exploration tours and other projects. “Near desert” is to rely on desert resources to dig deep into the desert Culture, development of leisure and vacation, outdoor sports and other projects, mainly distributed around the Kubuqi Desert. “Grass-holding type” is to rely on grassland resources all over the region, combined with nomadic culture, develop folk cultural experience and leisure sightseeing projects. “Wangshan” means relying on mountain resources, exploring the Westkou culture and red culture, developing research programs, outdoor exploration and other projects, distributed in the territory of Zhungeer Banner. “Yicheng” is to serve the suburban tourists as the development direction to provide tourism distribution, tourist services such as tourist consultation and transportation transfer are the main function of the distribution point.

(4) Focus on creating festive activities

Beginning in 2016, Ordos has held four consecutive beautiful rural tourism and cultural festivals. The content of the activity has developed from a single experience of farmhouse to a series of folk activities, including fun games for farmers, creative exhibition, appreciation of traditional food, photo exhibition, grassland bonfire Carnival and so on. All banners, counties, and districts are also constantly exploring themes, creatively planning, and creating rural festivals based on their own advantageous resources. Such as the “Baili Changchuan Rapeseed Flower Festival” in Zhungeer Banner, and the “Charming Ulan Tolgoi Beautiful Countryside Tour” in Wushen Banner. At the same time, the government has adopted the form of “reward for subsidy” to encourage farmers and herdsmen to actively carry out folk festivals, further increase the excavation and promotion of characteristic ethnic festivals, and integrate ethnic cultural exhibitions, cultural performances, tourism, and business activities, get up and conduct external publicity and promotion. The colorful festivals not only effectively amassed popularity, drove farmers and herdsmen to increase their incomes and enriched the cultural life of the masses, but also made up for the lack of demand for rural tourism in the “off season” and effectively enhanced the influence of the city's rural tourism brand.

(5) Taking innovative business models as the driving force

Diversified business models and dynamic market players are the boosters for the rapid development of rural tourism. Through the implementation of the “two belts and two pluss” project, namely the form of scenic spots leading villages, capable people leading households, cooperatives + farmers, and enterprises + farmers, the city of Ordos has continuously activated the development entities and transformed the rural tourism business model from one family to a single family. The transformation of parks, belts, and villages. The main business entity has changed from farming households to a multi-party cooperation model involving professional cooperatives, local leading enterprises, and social capital. The business form has changed from extensive to high-end, refined, and standardized. So as to realize the co-construction and sharing of rural tourism. For example, in accordance with the principle of “village collective is the main, enterprise shares, everyone benefits”, hasa tribe of hasatu village in Yijinhuluo banner has introduced Guangya modern agricultural development company and established the interest connection mechanism of “company + village committee + farmers and herdsmen” and “company + farmers and herdsmen”. Through the development of fruit and vegetable picking, residential accommodation, rural food, special breeding, economic pastoral, children's experience and other projects, and the establishment of agricultural and sideline products production and processing plant, effectively solved the problems of weak industrial support, weak collective economy and difficulty in increasing the income of farmers and herdsmen.

(6) Taking the promotion of demonstration and leadership as an important guide

As of the end of 2019, the city has 2 national leisure agriculture and rural tourism demonstration counties, 2 autonomous regions leisure agriculture (husbandry) and rural (pasture) tourism demonstration flags (districts), 5 national leisure agriculture and rural tourism demonstration sites, autonomous regions. There are 13 recreational agriculture (husbandry) and rural (pastoral) tourism demonstration sites, 1 Chinese rural tourism maker demonstration base, 4 national one-village one-product demonstration villages, 1 Chinese rural tourism model village, and Ordos rural tourism demonstration village 49, 25 characteristic towns and villages at all levels, more than 830 rural tourism reception households of various types, including 2 rural tourism model households in China, 20 gold medal farmhouses in China, and 85 star-rated households in the autonomous region (28 5-star, 29 4-star and 28 3-star customers), there are 185 typical model households of “agricultural (husband) Jiale” tourism at the municipal level, and 15 leaders in China's rural tourism to get rich. Through the development of star rating, the demonstration and driving effect will be brought into play, and the rural tourism of Ordos will be promoted towards characteristic, standardization and

standardization.

4. Strategies to Promote the Development of Rural Tourism in Ordos

(1) Improve the top-level design of rural tourism and strengthen the supervision and management mechanism

First, it is necessary to further strengthen the improvement and implementation of the “Ordos Rural Tourism Development and Tourism Poverty Alleviation Special Plan”, and work closely around the development goals, development strategies, development models, spatial layout, key projects, product routes, brand building, infrastructure and supporting service facilities; Do a good job in linking rural tourism with large-scale agriculture, transportation and other related industrial planning, especially to promote the link between rural tourism planning and rural revitalization strategic planning. On the basis of the overall plan, scientifically formulate special plans for rural tourism and plans for key rural tourism projects, Such as “Rural Tourism Toilet Planning” and “Rural Tourism Signage Design Plan”. Secondly, improve the rural tourism work promotion mechanism. Establish a three-level special work leadership group for the city, county, district, and village Gacha, clarify responsibilities, coordinate the operations of various departments, and hold regular report meetings to analyze and judge new situations and new problems that arise in the development of rural tourism; at the same time; Formulate rural tourism assessment and incentive methods, include the development of rural tourism economy in Qixian districts into the year-end assessment, implement incentives for Qixian districts and villages with good development momentum, and promote advanced experience ^[3].

(2) Extend the rural tourism industry chain and enrich product formats

First, give full play to the advantages of the large agricultural resources of Ordos, promote the integration of rural tourism industry and agriculture, and develop leisure and health resorts, family farms, ecological creative parks, and agricultural and sideline products deep processing enterprise parks. Second, actively seek effective forms for the integration and development of the rural tourism industry and other modern service industries in the secondary and tertiary industries through “+ cultural creation”, “+ e-commerce”, “+ senior care”, “+ sports”, “+ research”. +Literature and other aspects of integrated development, enrich the connotation and extension of “Rural Tourism +”, and cultivate diversified and individualized rural tourism formats. Third, tap the new “bright spots” of rural tourism experience, and optimize the supply of tourism elements such as “food, housing, travel, shopping and entertainment” and “business, education, learning, leisure, etc.”. Exploring the characteristic food culture of Ordos, developing green and healthy food, and optimizing the catering environment; supporting and regulating the construction and operation of homestays, building boutique homestays, rural resort hotels, and rural campsites; strengthening the development of rural characteristic agricultural and sideline products, handicrafts, commercial products, the packaging and planning of commodities, and the creation of distinctive souvenirs. At the same time, vigorously develop leisure and vacation products such as health and wellness, sports and leisure, scientific expeditions, research tours, parent-child tours, and speed up the construction of car camps, RV camps, tent camps, etc. , promote the overall upgrade of product structure, and optimize the new and old elements of the tourism industry supply.

(3) Make up the shortcomings of rural tourism facilities and improve the level of public services

First, make up for shortcomings in the construction of rural roads and parking facilities. Improve the layout of the rural road network, prioritize the transformation of the grades and standards of roads leading to villages and scenery, improve the tourism traffic sign system, and increase accessibility. Renovate and upgrade the parking lots in rural tourist destinations so that the parking lots are reasonably distributed, fully equipped, and standardized. Second, promote the “toilet

revolution” in the countryside. In accordance with the principles of economy, practicability and hygiene, we will work together to improve the construction and standardized management of tourist toilets along transportation routes, restaurants, shopping spots, and leisure and entertainment places. Third, improve the reception capacity of rural tourist reception facilities. Support farmers who have the necessary conditions to repair and renovate their own houses to develop homestays; support rural collective economic organizations to make use of idle farm houses and homesteads through leasing, cooperation, etc. , to transform and construct rural tourism activities. Finally, optimize the tourism service system. Build tourism distribution centers in Dongsheng District and Kangbashi District; encourage travel agencies, hotels to establish a number of rural tourism consulting and marketing sites; each rural tourism destination should use the Internet and technology to improve service levels, and actively build smart tourism platforms for People with different needs provide smart tour guides, smart management, and smart marketing services ^[4].

(4) Strengthen the marketing of rural tourism and create a distinctive rural tourism brand

One is to accurately profile and locate the rural tourism source market according to the stage of industrial development and tourism big data. According to the development trend of the tourism market, the endowment of rural tourism resources, the demand and preference of Hohhot-Baotou-Ordos and other surrounding tourist groups, the leisure vacation market, the science, education and research market, and the retirement and health care market are the markets that Ordos should vigorously develop in the future. In addition, we should also actively develop markets including modern agriculture and animal husbandry sightseeing tours, family parent-child tours, outdoor adventure tours, red cultural tours, and folk custom experience tours. The second is to give full play to the advantages of traditional media and new media to form a multi-channel marketing network for online and offline interaction. On the one hand, propaganda is carried out through traditional methods such as tourism distributors, promotion conferences, festivals, etc. . On the other hand, a new model of “Internet + rural tourism” is established to promote the key elements of rural tourism through network terminals, mobile terminals, etc. ^[5]. In particular, it is necessary to make good use of the live webcast and cloud tourism that have emerged in the past two years to promote rural tourism marketing and product sales in Ordos.

(5) Implement the rural tourism talent project and provide strong intellectual support

The first is to implement the “Project Attracting Talents” project to attract talents with financial resources and talents. Introduce enterprises around projects, rely on enterprises to introduce high-level talents, and bring in a team by introducing a talent. At the same time, continue to expand the influence of rural tourism and attract tourism talents to bring projects into the village. The second is to implement the “policy retention” project to effectively protect the rights and interests of talents. Introduce preferential policies and incentive measures to support college students, returning rural migrant workers and other groups to realize their own entrepreneurship through the development of rural tourism, attract scientific and technological workers, art creators and other villagers for assistance, and encourage professional and technical personnel from public institutions to work in rural areas and enterprises for temporary training. The third is to implement the “cooperative education of talents” project to cultivate talents in short supply for specialization. Cooperate with local colleges and universities and vocational colleges to innovate talent training models and carry out “order-based education”. At the same time, we should give full play to the advantages of tourism enterprises, and cooperate to cultivate rural tourism talents through the mode of driving rural tourism spots, travel agencies to drive farming and pastoral happiness, and enterprises to drive farmers and herdsmen. The fourth is to implement the “Training Strong Talents” project to cultivate new professional farmers. Let village cadres, wealthy leaders, and business households “go out” to learn experience in advanced areas for rural tourism development, and conduct systematic training in tourism schools. “Bring in” experts and scholars to conduct lectures

and on-site teaching to improve the quality and level of rural tourism management and service personnel.

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