

Sustainable Development of Characteristic Rural Tourism Under the Strategy of Rural Revitalization

---Taking Lujialing Village in Shandong Province as an Example

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Abstract

Lujialing Village in Shandong Province, as one of the characteristic villages, is representative of poverty alleviation by relying on the rural revitalization strategy and increasing farmers' income through the development of rural tourism. Therefore, based on the rural revitalization strategy, this paper compares the same types of villages, and from the perspective of Lujialing Village, makes full use of rural tourism, discusses the current situation of rural tourism, the problems it faces, and provides solutions according to local conditions, and finally realizes the development of agriculture. Transform and upgrade, fully integrate with the tertiary industry, and help the sustainable development of rural tourism in Lujialing Village.

Keywords: rural revitalization, rural tourism, industrial transformation, rural culture, sustainable development

1. Research Background and Meaning

1.1 Research Background

The implementation of the rural revitalization strategy is to effectively promote the modernization of agriculture and rural areas in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and prosperous life, making agriculture a promising industry, making farmers an attractive occupation, and making agriculture a promising industry. The countryside has become a beautiful homeland to live and work in peace and contentment. The World Tourism Organization defines rural tourism as the process of experiencing, learning and staying in rural areas. It can be seen that rural tourism is more emphasized as having the uniqueness of the countryside and having a sense of experience. Therefore, this paper will analyze the tourism of Lujialing Village according to the five dimensions of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life, and research and summarize the rural tourism development of Lujialing Village. Summarize the problems faced and propose measures for future sustainable development.

1.2 Research Significance

1.2.1 Conducive to the Implementation of the Rural Revitalization Strategy

Rural tourism is a typical industrial form of rural industry integration. It can integrate agriculture and tertiary industry, and effectively fit the theme of the rural revitalization strategy. With the large-scale development of rural tourism in rural areas, it can effectively promote the upgrading of rural industrial structure, enhance the attraction of talents, and promote the development of rural economy. It can be seen that rural tourism has played its own role in rural revitalization.

1.2.2 Conducive to the Development of Tourism

The variety of rural tourism has been enriched, and crops have been successfully harvested by using crops with tourists; the proximity of urban is conducive to a day trip to the countryside; the return of nostalgia to the public's vision is conducive to the protection of local traditional culture, etc., which makes rural tourism increasingly popular in my country.

1.2.3 Conducive to the Sustainable Development of Rural Tourism

As a huge system, rural revitalization is bound to have various connections among its internal elements, and careless handling will affect the implementation of the entire rural revitalization strategy. The protection of the ecological environment and the balanced development of industries are of great significance to the realization of sustainable development.

2. Basic Overview and Evaluation of Lujialing Village

2.1 Overview of the Basic Situation of Lujialing

2.1.1 Natural Conditions

Lujialing Village is affiliated to Chayekou Town, Laiwu District, Jinan City, Shandong Province. It is located 55 kilometers northeast of Laicheng and 12 kilometers northeast of the town government station. It is bounded by Boshan and Taishan in the east, Shangfa Mountain in the west, Sleeper Village in the north, Shuangshan Spring and Dongquan Village in the south. The average altitude of the village is over 800 meters, making it one of the highest villages in Shandong Province.

2.1.2 Humanistic Conditions

The village is connected to Y001 township road, which greatly improves the original traffic inconvenience problem. There are 231 households and 342 people in the village, most of which are young and middle-aged laborers who go out to work. The aging population accounts for a large proportion of the village, and the population structure is unreasonable. Lujialing Village is dominated by the primary industry, with an area of 712 mu of arable land, mainly using terraced fields to grow corn and millet. At present, the village has been completely lifted out of poverty, and the per capita annual income of the villagers is about 10,000 yuan. It is the filming location of the TV series "Settling Home". At the same time, the village is constantly creating "the most beautiful village on the edge of the cliff", and more and more people are willing to visit Lujialing Village.

2.2 Condition Evaluation

Below, the advantages and disadvantages of Lujialing Village are summarized based on on-the-spot inspections, data inquiries and interviews with villagers and tourists.

2.2.1 Advantages

(1) Featured travel brand. Most of the villages in Lujialing Village are built on the edge of the cliff, which is very ornamental, so it has created "the most beautiful village on the edge of the cliff". In addition, the village retains the stone houses of the Ming and Qing Dynasties, which has a historical era and carries cultural value.

(2) Policy support. The implementation of the "Five Villages on the First Line" plan, including the long line formed by the Qi Great Wall, and five villages including Lujialing Village, as the key cultural tourism projects in Laiwu District, actively applied for the Great Wall National Cultural Park project for key promotion, creating an integrated development of culture and tourism. In order to make the "Five Villages on the First Line" become a new highlights.

2.2.2 Disadvantages

(1) The development of tourism-related industries is not perfect. After investigation, it was found that the operation of the catering industry and the hotel industry was not perfect. Some farmhouses have irregular operation, including unsanitary living environment and food has no features. Some tourists will choose to live in the urban area or other surrounding villages, which will affect the reputation of Lujialing Village.

(2) The infrastructure needs to be upgraded urgently. Public service facilities are insufficient and concentrated in one area. Other tourist service places such as the tourist service center are relatively simple, and there is no standardized and systematic operation process, and the tourist experience is not good.

(3) There is no deep level of tourism brand and lack of innovation. Tourism products are "only sold, not introduced", lacking the introduction of cultural connotations and failing to promote and publicize culture. After investigation, some tourists have no knowledge of the local culture and related buildings after traveling, and lack the necessary written introduction and oral communication.

2.3 Comparison of Data Between Lujialing Village and Other Tourist Villages

In December 2021, the Shandong Provincial Department of Culture and Tourism announced the list of the second batch of scenic villages in Shandong Province, and a total of 285 villages were selected. Among them,

there are 25 villages in Jinan City and 6 villages in Laiwu District.

The following will compare and analyze the four elements of the total annual tourism income, the number of tourists, the number of characteristic projects, and the starting time of tourism, so as to judge the level of Lujialing Village in the same type of villages.

rural name	Gross annual tourism revenue	annual tourist arrivals	The number of characteristic tourism projects	Start time of tourism	Grade (according to the comprehensive income of the previous four indicators)
Lujialing Village	500000	30,000 people	3	2016	2
Panjiaya Village	initial stage	4000 people	1	2020	3
Wangshimen Village	660,000	100,000 people	3	2000	1
Guojiagou Village	initial stage	2000 people	1	2020	3
Pangjiazhuang Village	initial stage	2000 people	No	2020	3
Gee Lo Village	initial stage	1000 people	1	2019	3

Figure 1. Data analysis of scenic villages in Shandong Province in Laiwu

Data source from Party mass Service Centers of each village

From this, it can be seen that Lujialing Village belongs to the second grade among similar villages in Laiwu, and there is a big gap between Wangshimen Village. Wangshimen Village in the first grade in terms of total income and annual tourist arrivals, but Lujialing village is significantly higher than the other four villages in the initial stage. It is a middle-level tourist village.

3. Discuss the Development Planning of Lujialing Village From the Perspective of Rural Tourism

3.1 Adjust Measures to Local Conditions, Characteristic Development

At present, Lujialing Village is constantly building a characteristic tourism brand according to its own advantages, which is in an advantage in similar villages, and is constantly consolidating and developing its advantages. Lujialing Village has developed three characteristic tourism project brands by integrating resources in the village and innovating according to local conditions.

3.1.1 The Most Beautiful Village on the Edge of the Cliff

The average altitude of Lujialing Village is 800 meters. The village has a good ecological environment. Some of the villages are built on the edge of the cliff.

3.1.2 Stone House

Lujialing Village retains a large number of stone-built houses in the Ming and Qing Dynasties. Because of their solid structure, they are called "living fossils of buildings", and some stone houses are still inhabited by residents, which are of research and ornamental value.

3.1.3 The Creation of Rural Culture

Lujialing Village has a courtyard with stone houses. One of the courtyards is for a large family. Different houses live in different people from this family. The main house is where the elders of the village live, and the rest of the houses are for children. This concept lasted for a hundred years, forming a "filial piety" culture.

3.2 *The Relationship Between Rural Tourism and the Five Evaluation Criteria*

The five evaluation criteria are industrial prosperity, ecological livability, rural civilization, effective governance and affluent life. The following will take Lujialing Village as an example to illustrate the relationship between rural tourism and the five evaluation criteria, and then draw out the advantages and problems of rural tourism development in Lujialing Village.

3.2.1 Rural Tourism and Industrial Prosperity

Rural tourism is the driving force behind the prosperity of the industry. The integration of the primary industry and the tertiary industry in Lujialing Village has achieved initial results. Since the village developed tourism in 2016, the local characteristic crops have been sold to tourists as a tourism feature, and the processing of agricultural products has been carried out to obtain relatively ideal income. Lujialing Village is currently dominated by the primary industry. From simple planting and sales in the past to diversified and characteristic operation. By creating agricultural characteristic brands, such as local characteristic red toon sprouts, white corn, characteristic millet, etc., tourists buy characteristic agricultural products.

The development of the industry is inseparable from the three elements of labor, capital and land. At present, the elderly population in Lujialing Village occupies a large share, and the young and middle-aged migrant workers are insufficient. There is policy support in terms of funds. Currently, there is a development strategy of "one belt and five villages", but it involves many villages, making it difficult to attract investment and insufficient funds. ; Lujialing Village is dominated by mountains, with less arable land and mainly terraced fields, and less available land resources. To sum up, the evaluation of the three elements of industry in Lujialing Village is relatively low.

3.2.2 Rural Tourism and Ecological Livability

Rural tourism adheres to the principle of ecological livability. Through field investigation, it can be seen that the local residents also attach great importance to the protection of the ecological environment. This provides environmental support for the development of local tourism. The local government also pays attention to environmental protection, and the development of rural tourism must adhere to the principle of ecological livability, so that the natural environment of Lujialing Village has not been damaged.

3.2.3 Rural Tourism and Rural Civilization

Tourism is the carrier of culture, and culture is the soul of tourism. There are still a large number of stone houses and from the Ming and Qing Dynasties in Lujialing Village. These buildings awaken the nostalgia of tourists. In addition, the on-the-spot investigation shows that the villagers in this area have a simple and honest style and have a good social atmosphere, which is also conducive to the development of rural tourism. The cultural development in the tourism of Lujialing Village is mainly the "filial piety" culture displayed by the stone house. The culture has practical significance, and rural culture has been vigorously developed.

However, the cultural dissemination in Lujialing Village has not formed an effective dissemination mechanism, and the propaganda efforts are not strong enough. Many tourists who come to travel have little understanding of the culture of the village, and even know little about the stone houses and ancient villages that they visit and admire. In addition, the village lacks unique cultural and creative products, lacks attractive products, and is at a disadvantage in market competition.

3.2.4 Effective Rural Tourism and Governance

Rural tourism provides more elements for effective governance. The implementation and development of rural tourism, along with the influx of a large amount of funds, technologies and policies, promotes infrastructure construction and modernizes the governance level of Lujialing Village. Although rural tourism has developed in Lujialing Village, the development of tourism-related industries is still in its infancy, and the development is not mature. Lujialing Village has now formed three farmhouses that are beginning to take shape. One of them integrates accommodation, catering and entertainment, and the remaining two are mainly catering. The three farmhouses are self-operated by farmers, lack management experience, provide few beds, and have a high risk of self-financing. The local villagers have weak business awareness, and the local government has limited ability to attract investment, giving tourists a relatively bad experience.

3.2.5 Rural Tourism and Affluent Life

Rural tourism is closely linked with affluent life. In the past, the villagers in Lujialing Village only obtained income from the original crops. Since the development of rural tourism in Lujialing Village, farmers can increase the income of agricultural and sideline products and the per capita annual income of agricultural and sideline products is about 1,500 yuan. The income of farmers has not only increased, but also the income channels of

farmers are developing in a diversified direction. The development of tourism in Lujialing Village has made some farmers willing to stay in the countryside, transfer the surplus rural labor force, and increase employment and income. Conducive to building a harmonious countryside and promoting the development of rural modernization.

3.2.6 Summary

Through the analysis of the relationship between rural tourism and the five evaluation systems above, we can know that Lujialing Village adopts the method of adapting measures to local conditions, develops tourism based on local characteristics and a good ecological environment, and attracts tourists to come and watch. Integrate the most important agriculture with other industries, promote the innovative development of agriculture, increase employment and increase residents' income. It can also be seen from the analysis that the degree of agricultural integration and development is insufficient; cultural propaganda needs to be strengthened urgently; governance methods and infrastructure need to be improved. Therefore, the following will be analyzed according to the three aspects of industrial prosperity, rural civilization and effective governance.

4. Measures for the Sustainable Development of Rural Tourism in Lujialing Village

4.1 Agricultural Prosperity

The agricultural production in Lujialing Village is carried out in the terraced fields, so the terraced fields can be used for the development of tourism. Lujialing Village itself has less available land resources, so it is necessary to use limited land resources, continuously integrate, and maximize the value of land resources. Of course, during the development process, we must pay attention to ecological protection, and do not lose green water and lush mountains because of invaluable assets.

In the following, according to the distribution map of the terraced fields in Lujialing Village and the discussion on the future transformation and upgrading, the transformation and upgrading of the tourism industry will be finally realized.



Figure 2. Distribution map of terraced fields in Lujialing Village

Area	Development status	Existing Problems	development orientation	specific measure
Area A	Cultivation concentration area	1. High degree of singleness and lack of characteristics. 2. The utilization rate of terraced fields is low.	The characteristic production and planting base realizes the transformation and upgrading of the primary industry, and integrates development with the tourism industry.	1. Focus on cultivating agricultural brands to form their own brand advantages. 2. Use methods such as picking to increase the experience of tourists. 3. The functional zoning of terraced fields forms a vertical landscape of flower-crop-bamboo forest, which increases aesthetic sense and ornamental value.
Area B	idle area	1. Some terraces are in	Create a new highland for	Mainly use the flat terrain to

		use. 2. Most of the terraces are idle.	the development of farmhouses.	create a new type of farmhouse. The current development of the three farmhouses in the village is not optimistic, so it is necessary for the local village committee and farmers to jointly create a new type of farmhouse. (For specific measures, see "(3) Effective governance")
Area C	Beautiful terraced fields	1. The development situation is single. 2. The participation of farmers and tourists is not high enough.	It will be built as a flower base and a photography base, and become a landmark of Lujialing Village.	1. Shoot local characteristic film and television works to spread local culture. 2. Plant flowers and make it diversify.
Area D	idle area	1. Low utilization. 3. Vegetation coverage is low.	Build it into a tourist area.	1. Establish entertainment facilities projects, increase viewing platforms, cliff wooden houses, high-altitude swings, etc. 2. Plan camping bases, including RV sites and shipping containers, etc., to increase the fun, increase the length of stay of tourists, and thus increase revenue.

Figure 3. Analysis of the use function of terraced fields in Lujialing Village

4.2 Country Style and Civilization

Lujialing Village also needs to strengthen publicity in the township and civilization. The characteristic symbols of Lujialing Village can be summed up as the most beautiful village on the edge of the cliff, the stone house, and the culture of "filial piety".

Make full use of the Internet for communication, realize full-platform media communication, and publish high-quality and attractive content on the platform. It is necessary to attach importance to the power of tourists, and do not rely solely on their own accounts to output content. Tourists, as independent "media people", will have better results when they spread Lujialing Village on social platforms and carry out rural tourism promotion. Therefore, to play the role of the Internet and tourists.

The development of "filial piety" culture is not profound and comprehensive enough. It is necessary to collect and sort out the cultural and historical development materials of Lujialing Village, continuously understand, absorb, and change from the existing cultural resources, extract design elements, symbolize and concretize these elements, develop them into cultural and creative products, and use them in stone houses and other cottages. The integration of landscape and space design gives full play to the role of culture and displays the characteristics and beauty of the culture of Lujialing Village.

4.3 Governance Effective

Governing the countryside is a huge project, and a multi-scientific planning strategy should be implemented. Based on the current situation of Lujialing Village, rural leaders need to keep up with the trend in thought, form a team of experts to plan future development, and introduce enterprises with modern management. According to the development of the village, we will continuously improve the relevant infrastructure and introduce talents.

Taking the farmhouse in this area as an example, it will develop in two directions. First of all, the first direction is applicable to ordinary farmhouses. The development of common farmhouses should be based on joint development. Farmhouses are integrated with village collectives and investment and operation units: Farmhouses provide land and assets; village collectives provide relevant labor; investment and operation units provide capital,

technology and services. Benefit the three to the greatest extent possible. The second is suitable for high-end farmhouses. Adopt the property right hotel development model. First of all, a professional hotel management team should be introduced to be responsible for the daily management and operation of the farmhouse. In addition, the collective land of the villagers should be invested in to jointly complete the construction of the farmhouse.

5. Conclusion

The rural revitalization strategy is to provide guarantees for five aspects: industrial prosperity, ecological livability, rural civilization, effective governance, and prosperous life. Rural tourism plays a unique role in these five aspects, so the sustainable development of rural tourism is of great significance to the rural revitalization strategy.

This article takes Lujialing Village as an example. It is an agricultural-oriented village, and tourism and other industries are in their infancy and are representative. Therefore, the problems faced by Lujialing Village and the solutions proposed are representative. In the process of sustainable development of rural tourism, it is not destined to be smooth sailing. Actively discussing the mode of rural tourism development and continuing to follow up is conducive to the sustainable development of rural tourism.

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