



The Practice Exploration on Promoting the High-Quality Development of County Economy by Characteristic Tourism under the Background of Integration

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Abstract: Under the background of industry integration, many areas have successively carried out characteristic tourism in order to drive other local related industries and promote the high-quality development of county economy in response to the current booming tourism demand. From the developing necessity of county characteristic tourism under the background of integration, this paper analyzes the various difficulties encountered in the development of characteristic tourism in county regions, and discusses the practical strategies of characteristic tourism to promote the high-quality development of county economy from three aspects, including the establishment of integrated development ideas, the improvement of the county tourism system, and the acceleration of infrastructure construction.

Keywords: Integration; Characteristic tourism; The development of county economy; Practice

Since the reform and opening up, China's tourism economy has been very stable growth trend, and a rapid growth in recent years. Under this background, the tourism products are also more diversified. Characteristic leisure tourism, as a new form, attracts the attention of many consumers. In particular, under the premise that the transportation is increasingly convenient, tourism nearby suburbs returning to the nature is favored by a lot of families, which provides a good development opportunity for the economy of the county tourism.

1. The necessity of the development of county characteristic tourism under the background of integration

1.1 The number of regional tourists is growing rapidly

In recent years, China's per capita GDP has maintained a steady rise, and residents' living standards have been improving day by day. With this comes the strong demand for tourism, which provides excellent opportunities and broad space for the development of the entire tourism industry. Moreover, according to the analysis of the development situation of the tourism industry, when the regional economy reaches a growth level, it will drive the regional tourist population to increase substantially. From this perspective, the development of the characteristic tourism industry of the county region has the perfect advantage of favorable geographical conditions and people, and is also an inevitable choice to promote the high-quality development of the regional economy.

1.2 Based on county resources to find the advantages of differentiation

With the development of urbanization nationwide, people are gradually turning tourism from cities to local areas.

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Some primitive natural scenery and pure rural towns are the scarcest resources at present. It is the general trend of county economic development to find differentiated advantages based on these county resources and create a tourism industry with unique local characteristics. From all over the country's practice, the more diverse the area is, the more attractive it is to tourists. Therefore, part of the low level of development of the county, can also promote the rapid development of county economy through developing local characteristic resources, and even can lead to the development of other industries in the county, forming a new pattern of the industry and economic growth, which becomes the strong power of the development gripper of county economy.

2. Common problems in the development of county characteristic tourism

2.1 The infrastructure construction in the county is relatively backward

In the process of developing characteristic tourism, the first problem is that the infrastructure construction in county areas is relatively backward. On the one hand, the geographical location and road conditions of some remote mountainous areas are poor, combined with the local fiscal funds is limited, so the backward development of the road infrastructure construction seriously hinders the development of local tourism. On the other hand, some counties have poor supporting infrastructure for accommodation and catering, which cannot meet the consumption needs of tourists. As a result, tourists in many regions enjoy themselves but are not satisfied with food and accommodation.

2.2 Maximum optimization of resource allocation is not achieved

The creation of characteristic tourism counties is actually the development of local resources. However, many counties do not optimize the resources donated by nature, which affects the development of the whole characteristic tourism industry. Many of them always focus on a core scenic spot, even if the core scenic spot has been fully built, but it is difficult to achieve the scale effect of a single scenic spot resources in the county. In some regions, the understanding of the development of characteristic tourism only stays in the farm joy, but rarely extends to the local traditional folk and other cultural resources. As a result, the development dimension of characteristic tourism is not enough, and it is difficult to assemble other industries to form a completed tourism industry chain.

2.3 The homogeneity of tourism products is serious and they lack characteristics

With the increasing popularity of the tourism market, all parts of the country have joined the development boom of characteristic tourism, and there are more and more tourism products for consumers to choose, among which the rural characteristic tourism products have an obvious growth trend. Many areas that rely on the mountains guide tourists to see the mountains, and those that rely on the water guide tourists to play in the water. Seemingly rich and diverse tourism products are in fact less differentiated and homogenized, lacking deep exploration of local cultural connotation. In addition, tourists lack interaction in the process of tourism, which makes it difficult for them to resonate with tourists, operators and tourist areas. Therefore, at the beginning of development, tourism in many counties attracts a wave of tourists through publicity and promotion, but due to the lack of attraction of the products themselves, tourists could not be completely guided to carry out secondary consumption, resulting in the inconsistency between tourism income and investment, which is unable to effectively drive the local economy.

3. The practical strategy of promoting the high-quality development of county economy with characteristic tourism

3.1 Set up the development idea of characteristic tourism under industry integration

In order to promote the high-quality development of county economy, characteristic tourism is a feasible path. Local governments need to establish the correct idea of industry integration, in combination with local geographical and cultural advantages, fully implementing tourism + industry, and actively promoting the tourism of the whole industry chain in the whole county. In the specific implementation, the government of county regions should make plans as a whole. In the overall urban planning, industry planning, transportation planning, water conservancy planning, agriculture planning, forestry planning in regions, characteristic tourism elements should be organic integrated to truly realize the effective integration between characteristic tourism and local economy, making characteristic tourism

combine with other industries to achieve common development.

3.2 Improve the county tourism system according to the market demand

Market demand is the weathervane of market economy. We cannot develop characteristic tourism without the guidance of market demand. Therefore, sufficient market research and analysis are necessary to improve the development system of local tourism industry according to accurate market demand and the combination of existing resources of counties. Generally speaking, the current county tourism industry includes water tourism in summer, ski tourism in winter, healthy tourism, business expansion tourism, self-driving camping tourism, leisure farm tourism, minority bed and breakfast tourism, etc. In order to realize the coexistence of benefits and environmental protection, all counties should establish a scientific and reasonable ecological environment compensation mechanism while developing the natural resources and carrying out characteristic tourism development to drive the county economy.

3.3 Accelerate the construction of infrastructure to improve the sense of tourism experience

As some counties in China are troubled by traffic and infrastructure restrictions in the development of tourism industry, local governments must accelerate the construction of infrastructure, provide basic hardware guarantee, and actively speed up the construction of transportation infrastructure to open up the fast passage for tourists. In addition to road traffic construction, a variety of public service systems should be built in the scenic spot to develop towards standardization, such as international self-driving camp, car rental, special bus line for tourism, etc., as well as continuous improvement of the living environment inside and outside the scenic area, from catering to accommodation, to continuously improve the tourist experience environment. With the popularization and development of the Internet, while creating characteristic tourism industry, counties should make full use of new media technology to build local tourism network platforms to provide tourists with quality services, and promote other tourism-related industries in counties as external windows to promote high-quality development of county economies.

4. conclusion

To sum up, the characteristic tourism is the main gripper and important support of the county economy. The key to form the characteristic tourism of county region lies in the industry integration. Only by taking measures according to local conditions, giving full play to local advantages, digging deep into cultural characteristics, expanding industrial dimensions, and forming the development strategy of “tourism+”, can the characteristic tourism industry become bigger and stronger, give full play to their maximum effectiveness of gripper, comply with the transformation of the county economy development, promote the high quality of the county economy development.

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