

Study on the dynamic mechanism of the development of national tourism and leisure area around Chaohu Lake under the guidance of Rural Revitalization Strategy

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Abstract: In recent years, the CPC Central Committee and the State Council have made comprehensive arrangements for the implementation of the Rural Revitalization Strategy. Practice has proved that promoting the development of global tourism is an important starting point for promoting rural revitalization. Based on the existing research results on the dynamic mechanism of tourism development, this paper takes the National Tourism and leisure area around Chaohu Lake, the first and only national tourism and leisure area in China, as the case study object, discusses its development dynamic mechanism from the aspects of thrust subsystem, pull subsystem and support subsystem, and discusses its development dynamic mechanism from the aspects of top-level design, service optimization Highlight the characteristics and other aspects to promote the better integration and linkage development of tourism and Rural Revitalization in the tourism and leisure area around Chaohu Lake, and put forward policy suggestions.

Keywords: Rural vitalization Rural tourism, National Tourism and leisure area around Chaohu Lake, Dynamic mechanism of tourism development.

1. Rural Revitalization and rural tourism

1.1 Rural Revitalization and the concept of rural tourism.

At present, there is no unified definition of rural tourism in academic circles at home and abroad. Most domestic scholars believe that rural tourism is a rural family management mode with farmers' families as the management carrier, characterized

by their own land, courtyards, gardens and local natural resources, and providing tourists with food, accommodation and other services.

The report of the 19th National Congress of the Communist Party of China put forward the Rural Revitalization Strategy, adhere to the priority development of agriculture and rural areas, and accelerate the modernization of agriculture and rural areas, so as to achieve the revitalization goal of "industrial prosperity, ecological livability, rural civilization, effective governance and rich life". The Rural Revitalization Strategy is the general starting point for doing a good job in the work of agriculture, rural areas and farmers in the new era. The implementation of the Rural Revitalization Strategy is the fundamental policy to solve the problems of agriculture and rural farmers, promote agricultural development, rural prosperity and increase farmers' income.

1.2 The relationship between Rural Revitalization and rural tourism.

The development of rural tourism can promote the sustainable development of local economy, drive the construction of infrastructure, improve living conditions, provide more jobs and enable more farmers to find jobs locally. Through the integration of agriculture and tourism industry, drive the development of other related industries and optimize entrepreneurial institutions. With the revitalization of rural tourism culture as the core, establish a tourism and cultural industry with distinctive characteristics, effectively improve the rural environment, build a new countryside with ecological harmony and beautiful environment, and optimize the rural industrial structure in order to improve the quality of life of the public. Rural tourism affects rural revitalization by promoting rural economic development, and the rural construction embodied in Rural Revitalization provides supporting conditions and infrastructure for rural tourism.

2. Basic overview of national tourism and leisure area around Chaohu Lakedvantages and disadvantages of campus mask vending machine

The National Tourism and leisure area around Chaohu Lake covers a total area of nearly 40 million square kilometers. It is the first tourism and leisure area with a "national brand" sign in China. There are pleasant natural scenery, cultural landscape with strong history and culture, and unique ancient towns and villages. It is a tourist area integrating humanities and natural landscape. Key scenic spots include 5A scenic spots, Sanhe ancient town, Binhu National Forest Park, Bantang and Tangchi hot spring health tourism area. Around Chaohu Lake, there are nearly 100 large and small tourist attractions with rich resources.

The "National Tourism and leisure area around Chaohu Lake" also aims to highlight regional cultural characteristics, benefit local people's livelihood and improve local economy. In terms of planning content, with the ecological Chaohu Lake and

humanistic Chaohu Lake as the core, build a lake leisure and vacation tourism destination with Jianghuai characteristics and international standards, with ecological sightseeing, cultural experience, fitness and health preservation and leisure sports as the main functions and international influence.

3. Dynamic mechanism of development of national tourism and leisure area around Chaohu Lake

3.1 Thrust subsystem.

Market demand. In 2021, China's per capita GDP exceeded US \$10000. The consumption structure and consumption mode of urban and rural residents are undergoing obvious changes, and leisure consumption is accelerating. China has entered the stage of popular tourism consumption. In addition, leisure agriculture and rural tourism consumption have the characteristics of short-term, short-distance, low price and popularization, which are more suitable for popular consumption demand. In today's era of rapid development, rural tourism can give customers a slow-paced life experience and find a trace of tranquility in the midst of busyness. The National Tourism and leisure area around Chaohu Lake is the first tourism and leisure area with a "national brand" sign in China. It has a good reputation in Hefei and even Anhui Province. In recent years, due to the impact of the epidemic, provinces and cities have advocated not going out unless necessary. When Anhui residents go out for tourism, they will first consider scenic spots or leisure areas with high popularity in the province. As the first pilot tourism and leisure area, the National Tourism and leisure area around Chaohu Lake has a certain novelty for residents in Anhui Province.

Enterprise investment. It is certainly not enough for the development and construction of tourism areas to rely solely on the support of the government. The investment of enterprises can bring original capital to the development of tourism and have an indispensable impact on the development of tourism. In recent years, Chen Jie, chairman of Cultural Tourism Expo Group, general manager Gong of Hefei Baida group and Huang nubo, chairman of Beijing Zhongkun group, have successively visited the area around Chaohu for investigation and investment, and all show a strong desire for cooperation. There are not a few rural tourism projects officially launched. Sangua commune, the first batch of characteristic Xiaozheng in Anhui Province, has an annual tourist volume of more than 5 million, which can promote the tourism development of the area around Chaohu Lake

Government support. The government formulates policies and regulations to promote the development of the National Tourism and leisure area around Chaohu Lake. The government's support for the development of the National Tourism and leisure area around Chaohu Lake benefits from policy support, which is also the main thrust. In

2004, Anhui Provincial Development and Commission promulgated the tourism plan of Anhui Province around Chaohu Lake. In 2013, Anhui Province issued the outline of national tourism and leisure; In 2016, Anhui Province formulated and promulgated the wetland protection plan of Anhui Province (2016-2030), which implemented the restoration and development of Chaohu wetland. Under the national 13th five year plan, Anhui province put forward a notice on cultivating tourism into an important pillar industry, and increased support for the tourism area around Chaohu Lake.

3.2 Tension subsystem.

Rich tourism resources. The area around Chaohu Lake has a long cultural history, outstanding people, rich cultural connotation and unique characteristics such as Chaoshi culture, Three Kingdoms culture and Huaijun culture. Chaohu Area has a good natural environment, with more than 80 natural landscapes and more than 50 cultural landscapes. The area around Chaohu lake belongs to the north subtropical humid monsoon area, with mild climate, four distinct seasons, sufficient sunlight, moderate rainfall and long frost free period. At the same time, the area around Chaohu Lake has many national and provincial agricultural tourism scenic spots, such as Niujiadao ecological agricultural park, Tongda 10000 mu vineyard, Taiwan farmers' entrepreneurship Park, Anhui beautiful pastoral agricultural ecological tourism demonstration park, rich rural tourism resources, profound agricultural culture and beautiful natural environment.

Development of tourism products and tourism projects. In the development plan of the National Tourism and leisure area around Chaohu Lake, it is proposed to launch the "Twelve towns around the lake" tourism project to create unique tourism products and services according to the characteristics of each town. For example, build shanglinhe fishing leisure resort, zhegao Shui'an leisure culture ancient town, Zhongbu ancient nest culture experience Town, yefushan forest meditation and health town, etc. In addition, there are seven major tourism projects in the tourist area around Chaohu Lake: Lujiang Tangchi dream Three Kingdoms large film and television creation base, Baohe District Hefei film culture live entertainment project, Chaohu windmill Valley, water gliding base, Chaohu Baishan International Yacht Club project, international water sports center project and tulip highland. These distinctive tourism projects attract many tourists to visit and visit, driving the development of the tourism area around Chaohu Lake.

Superior geographical location. The tourist area around Chaohu Lake is located in Central China and Hefei, the capital of Anhui Province. Hefei has very convenient transportation links with the outside world. In terms of geographical location, Hefei is less than 3 hours away from Shanghai and 2 hours away from Nanjing, which is closely connected with the Yangtze River Delta economic belt.

In addition, Hefei has opened a bus to the tourism Avenue around Chaohu Lake for the tourism area around Chaohu Lake, one bus per hour, making the tourism around Chaohu Lake more fast and convenient. The car will be equipped with tour guides and crew members, and each scenic spot has a stay time. It greatly facilitates tourists to travel to Chaohu Lake.

3.3 Support subsystem.

Improvement of infrastructure and service facilities. In June 2015, Hefei Planning Bureau released the basic framework of cultural tourism around Chaohu Lake. In terms of tourism service facilities construction, the plan proposes to build a three-level tourism service system around Chaohu Lake, combining tourism facilities, public services and characteristic services, so as to provide tourists with a satisfactory tourism experience and experience.

Good image and reputation. The positioning of tourism image around Chaohu Lake is very clear. As for the "international sports leisure tour", various sports events have been held in the tourism area around Chaohu Lake; As for the demonstration base of "cultural tour of ancient towns and villages in China", the tourism planning of the tourism area around Chaohu Lake creates "Twelve towns around the lake" with distinctive characteristics. Generally speaking, the tourism image of a region is established by the local government. In today's era of smart tourism, the "tourism +" model is unfolding. All kinds of tourism image publicity films have appeared everywhere. In 2015, Chaohu launched a promotional film of Chaohu youth perseverance, which effectively publicized Chaohu tourism. Tourism image and reputation are a positive publicity effect. A good tourism image will drive the demand of the tourism market and promote the tourism development of the tourism area. On the contrary, negative tourism image and reputation will inhibit the generation of tourism demand.

4. Countermeasures for sustainable development of national tourism and leisure area around nest under the strategy of Rural Revitalization

4.1 Carry out reasonable planning and pay attention to resource protection.

In recent years, the problem of water pollution in Chaohu Lake is still very serious, and the trend of water environment deterioration is still progressing. Therefore, while developing the tourism resources of Chaohu Lake, we should strengthen the protection of ecological function areas and strengthen the planning and control of ecological space in strict accordance with the regulations on the prevention and control of water pollution in Chaohu Lake Basin and the scope of water environment protection areas in Chaohu Lake Basin issued by the provincial government. Within the reasonable planning scope of the area around Chaohu Lake, actively declare the

development of rural tourism, increase the number of rural tourist spots, make overall planning for the number and types of rural tourist destinations around Chaohu Lake, and guide the healthy, orderly and sustainable development of various types of rural tourist destinations.

4.2 Expand publicity channels and implement diversified marketing.

Today, with the increasingly developed Internet technology, the means of publicity have increased significantly, and various short video platforms have shown their great publicity value and strong publicity effect. In this context, the publicity of the National Tourism and leisure area around the nest should also keep pace with the times. We should make full use of various forms of online marketing means, such as comparing the geographical location, driving route and contact information of farmhouse with the natural scenery, folk customs and conditions, relevant policies and tourist messages around Chaohu Lake. You can also invite some tourism bloggers with large meteors to experience the area around Chaohu Lake, and put the tourism process on the network platform in the form of short videos, so as to attract more tourists to visit.

4.3 Strengthen transportation facilities and develop self driving tourism market.

Affected by the epidemic, tourists also prefer to drive for their own safety and health. And rural tourism is different from the tourism developed by other travel agencies. It is more comfortable and leisure, and it is also more suitable for self driving tourism. Self driving tour has a strong dependence on tourism facilities. The government needs to pay attention to the construction of self driving tour infrastructure and supporting facilities. Moreover, for example, the construction of parking lots and campsites needs to provide sufficient parking spaces for self driving tourists and standardize the management of parking lots. Through the continuous construction of infrastructure and supporting facilities, more self driving groups can be attracted.

4.4 Pay attention to the combination of culture and tourism and develop the rural research, learning and tourism market.

Rural tourism development should strengthen the inheritance of the original local culture and realize the integration of culture and tourism in rural tourism industry. The area around Chaohu Lake has a long history of Chaoshi culture, Three Kingdoms culture and Huaijun culture. If it is combined with rural tourism to create a unique cultural symbol of its own countryside, it can fully stimulate the consumption potential of tourists. In addition, since the educational reform, the state has advocated quality education, emphasized the all-round development of morality, intelligence, physique, beauty and labor, and has a broad market for research, study and tourism. Take rural tourism resources as the carrier, through diversified activity design, lead primary and secondary school students into the countryside, understand the local conditions and experience the local customs. Increase knowledge and insight, cultivate the spirit of

hard work, improve the sense of social responsibility, innovative spirit and practical ability of primary and middle school students, and promote the all-round development of morality, intelligence, physique, beauty and labor of primary and middle school students.

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