

# ***Study on the Promotion of Rural Tourism in China's Ethnic Minority Areas***

—Taking Inner Mongolia Autonomous Region as an Example

Yongzhen Zhou<sup>1,2</sup>

<sup>1</sup> Economics and Management School

Chifeng College

Chifeng City, China

<sup>2</sup> Chifeng Branch

Inner Mongolia Academy of Social Sciences

Chifeng City, China

Mengd007@sina.com

**Abstract**—China's rural development must be supported by industry, and the industry must give play to the comparative advantages of the countryside. The industry featuring agriculture and rural areas is suitable for the development of China's rural industry at this stage. Therefore, the development of rural tourism is the revitalization of China's rural. The development of rural tourism in Inner Mongolia of China has effectively promoted the employment of labor in rural and pastoral areas, and has also played a very significant role in increasing the income of farmers and herders. This paper analyzes the current situation of rural tourism in Inner Mongolia, points out the problems in the development process, and proposes countermeasures and suggestions to promote the faster and better development of rural tourism in Inner Mongolia.

**Keywords**—rural revitalization; rural tourism; agricultural new business; Inner Mongolia

## I. INTRODUCTION

Rural Tourism is an efficient industry that relies on agricultural production, integrates nature and agriculture, local human landscapes and modern tourism. It is based on the full use of existing agricultural natural resources, rural space and rural human resources. Design, tourists are widely involved in agricultural production, agricultural science management, agricultural product processing and other activities, fully experience the new tourism industry combined with ecological agriculture and modern agriculture.

Rural tourism is considered to be all tourism activities in rural areas in Europe and the United States. It has become one of the main forms of tourism in contemporary European and American countries. It has experienced a relatively complete process from start to development to relative maturity. With the acceleration of urbanization, rural areas have become the first choice for urban residents. Most of the development of rural tourism in Europe and the United States began in the 1960s, and entered the period of rapid development in the 1980s. In 90 years, it entered a period of mature development. At the turn of the 20th and 21st century, rural tourism showed continued development. The strong momentum of its development has shown a distinct stage, namely: the traditional rural tourism

stage, the initial development stage of rural tourism, the rural tourism stage of the mass era and the rural tourism stage of the new economic era, its rural tourism. The orientation of the market reflects a relatively strong localization, urbanization, familyization, and studentization. Rural tourism activities in developed countries have played a significant role in the economic and social depression of rural development and are generally considered to be effective means of addressing the decline of traditional agriculture[1-2].

China's rural tourism activities appeared in the 1980s. In 1986, Xu Jiyuan of Sichuan Province created the first "farmhouse" in China's own farmyards to "live in farmhouses, eat farmhouse meals, do farm work, and enjoy farmhouse music". The rural tourism activities for the content began officially. China's rural tourism experienced the germination stage (1986-1994), the development stage (1995-2008) and the deepening stage (2009-present) (Table1.). Under the demonstration effect of early rural tourism, as a product of the integration of one or three industries, rural tourism has become an important measure for China to increase farmers' income, increase agricultural output value, and promote the integration of urban and rural areas[3-6].

At present, there are two types of rural tourism in China: urban support and scenic support and urban support is represented by Chengdu "farmhouse" (mainly serving local citizens, characterized by high revisit rate). The scenic area relies on the "village tour" in Guizhou (mainly serving foreign tourists, characterized by high initial rate). With the improvement of residents' consumption level, the transformation and upgrading of rural tourism has been a consensus, mainly focusing on the following three aspects: 1 regional characteristics, promotion of "one village, one product" and "one family one art" to create characteristic new villages and rural tourism receptionists. 2 upgrade direction, mainly to achieve large-scale upgrade of rural tourism, ecological upgrading, cultural upgrading and technological upgrading; 3 build rural tourism destinations, from the point to the point to gradually upgrade the business characteristics from "home" to "idyllic".

TABLE I. LIST OF DEVELOPMENT STAGES OF RURAL TOURISM IN CHINA

	Budding Stage (1986-1994)	Development Stage (1995-2008)	Deepening Stage (2009-present)
Market	urban citizens	domestic tourists + citizens	international tourists + domestic tourists + citizens
Product	farmhouse	farmhouse + folklore	farmhouse + folklore + holiday
Space	around the big city	suburbs + rural areas around the city	suburbs + small towns + rural areas with good traffic

## II. DEVELOPMENT STATUS OF RURAL TOURISM IN INNER MONGOLIA

### A. The Market Scale is Constantly Expanding

As of 2017, Inner Mongolia rural tourism has received more than 30 million tourists throughout the year (Table2.,Fig.1. & Fig.2.), driving 200,000 indirect employees and achieving an operating income of 2 billion Yuan. 22 state-level and autonomous region-level leisure agriculture and rural tourism demonstration counties have been established. There

are 597 points, 100 demonstration sites for leisure agriculture and rural tourism. At present, Inner Mongolia rural tourism development features are prominent, has formed a "family farm + farming experience", "agricultural landscape + sightseeing tourism", "agricultural manor + leisure vacation", "local customs + homestay tourism", "beautiful village + health and health "Other characteristics, rural tourism has become an important development path for Inner Mongolia to increase employment of farmers and herdsmen, drive income growth in agriculture and animal husbandry, and accelerate urban and rural planning.

TABLE II. LIST OF RURAL TOURISTS AND INCOME IN INNER MONGOLIA (2013-2017)

Year	Tourist Number (10,000 people)	Tourism Income (100 million Yuan)	Rural Tourist Trips (10,000 people)	Rural Tourism Income (100 million Yuan)	Rural Family Travel Receptionist
2013	6612	1403	1200	6	68
2014	7414	1805	1800	12	145
2015	8351	2257	2860	18	381
2016	9805	2714	3000	20	462
2017	11600	3340	3300	30	529

Source: According to the Inner Mongolia Autonomous Region Tourism Development Committee (Tourism Bureau) "Inner Mongolia Tourism Statistics Fact Sheet" (2014-2018), "Inner Mongolia Autonomous Region Tourism 2017 Development Statistics Analysis Report" and related leadership speech and other materials.

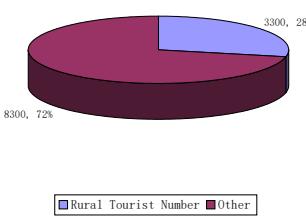


Fig. 1. Proportion of rural tourism in Inner Mongolia in 2017 (Unit: 10000 persons)

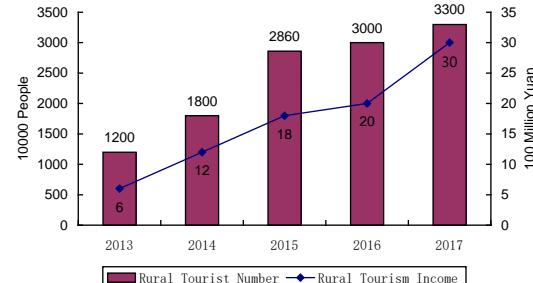


Fig. 2. Rural Tourists and Income in Inner Mongolia (2013-2017)

Source: According to the Inner Mongolia Autonomous Region Tourism Development Committee (Tourism Bureau) "Inner Mongolia Tourism Statistics Fact Sheet" (2014-2018), "Inner Mongolia Autonomous Region Tourism 2017 Development Statistics Analysis Report" and related leadership speech and other materials.

### B. The Effect of Tourism Poverty Alleviation is Obvious

In Inner Mongolia, through the "tourism + poverty alleviation" model, rural tourism helps farmers to get rid of poverty. By 2017, there were 4,317 rural tourist receptions in

Inner Mongolia, including 462 star-level rural tourism receptionists, helping 44,000 people to get rid of poverty. More and more tourism companies are also involved in the work of precision poverty alleviation. Through the development of rural tourism, the investment tourism enterprises have realized the resources, and the farmers and herdsmen have the purpose of receiving wages.

### III. MEASURES AND RECOMMENDATIONS

Rural tourism is one of the characteristic development modes of rural revitalization in ethnic minority areas of China. In China's ethnic minority areas, the development of rural tourism must take a complex road. At present, rural tourism has become an important means to upgrade agriculture in ethnic minority areas of China, especially in Inner Mongolia. It is also an important way to get rid of poverty in agricultural and pastoral areas, as well as an important way to increase the income of farmers and herdsmen.

#### A. Strengthen the Planning of Rural Tourism

The first is to preserve the original appearance of valuable old houses in rural pastoral areas. On the basis of the original appearance, the overall layout and internal facilities are improved. On the basis of "repairing the old as the old", the "homesickness" is taken as the core to evoke the rural memory elements of tourists[7-8].

The second is to deeply understand and study the unique culture of the rural. Popularize rural culture and let visitors experience the unique charm of rural culture in the simplest and most simple way.

#### B. Strengthening Industry Management and Industry Self-discipline

Bringing into play the leading role of the government. Government management departments at all levels should speed up the improvement and upgrading of the existing rural tourism standardization system, formulate service standards and grading standards for major consumer links such as rural tourism accommodation, catering, entertainment, shopping, etc., and formulate organizational management, infrastructure, hospitality services, and markets. Marketing and information management, rural tourism grade division and assessment standards, actively use and develop local standards to promote tourism infrastructure construction and service upgrading in rural pastoral areas. While promoting the aggregation effect of rural towns and villages, the focus is on the positive effects of rural tourism households.

Playing the role of professional associations and Promoting industry self-discipline. actively support the establishment of rural tourism industry associations, effectively extend the government management functions, and give rural tourism industry associations a certain degree of certainty, such as participating in government-designated industry development planning, industrial policies, and relevant evaluations, effectively strengthening the authority of industry associations and promoting them better. It plays a role in allowing industry associations to bridge the gap between government, operators and markets. According to the development of rural tourism

areas, the resource endowment and development level, the development of rural tourism cooperatives according to local conditions, adhere to the one-one policy, strengthen the classification guidance, and at the same time integrate with other characteristic industries and advantageous industries in the region to achieve "cultivating an organization and invigorating an industry. The goal of a wealthy party to achieve a brand, rural tourism cooperatives should operate with the core of setting and improving service standards, give full play to the advantages of members, strengthen cooperation, and effectively meet market needs.

### IV. SUMMARY

In summary, rural tourism in ethnic minority areas of China began with experience. In recent years, it has been developing towards leisure, in-depth experience, health and wellness, and living and living. However, because of the seasonality of tourism in ethnic minority areas in China, it is difficult to become a destination for domestic tourists and inbound tourists. There is limited space for developing rural holiday recreation and tourism. In the development of rural tourism in ethnic minority areas in China, must adhere to the goal of tourism-oriented and accelerate the transformation from leisure to tourism and experience.

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