

Study on the Upgrading Path of Rural Tourism Industry in Yibin City Driven by Experience Demand

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Abstract

Under the policy background of rural revitalization, China's rural tourism industry is booming, the consumption level is gradually increased, the consumption concept is changed, the quality of tourism and the way of tourism gradually increased requirements, people pay more attention to harvesting the solace of the soul, and turn to the tourism activities with higher experiential qualities such as participatory, proactive, challenging, and authenticity when traveling. Based on this status quo, this paper takes Yibin, Sichuan as the research objective, from the perspective of experience demand, centers on rural tourism, conducts RMP theoretical analysis on rural tourism in Yibin City, and combines with the theory of experience economy to create experiential rural tourism, in order to develop the rural tourism in Yibin City into the high-quality, and to provide a certain theoretical basis for other similar areas in China.

Keywords

Rural Tourism; RMP Development Model; Experience Economy; Industrial Upgrading.

1. Introduction

With the rapid development of tourism, rural tourism as a combination of urban and rural tourism new situation came into being and rapid development. Rural tourism is a form of tourism that takes the natural landscape and agricultural production of the countryside as an attraction, locks the target customers in the city residents, and lets them enjoy the rural landscape, return to nature, and experience the farm life[1]. Compared with other forms of tourism, rural tourism has the advantages of strong interaction, high experience and favorable price, which brings business opportunities for the tourism industry. Local governments have tried to utilize rural tourism to improve local economy and promote regional culture, and tourism enterprises have also observed the commercial attraction of rural tourism and started to offer various rural tourism routes to tourists for profit.

The report at the 19th CPC National Congress made the major historical judgment that "China's economy has been transformed from a stage of rapid growth to a stage of high-quality"[2], and the report of the 20th CPC National Congress pointed out that "high-quality development is the primary task of comprehensively constructing a socialist modernized country". At the Central Economic Working Conference from 2017 to 2022, each time the promotion of high-quality development was highlighted as an important indicator, which can be seen that high-quality development has become a general direction of the country's economic and social development, and at the same time, it also provides a strategic guidance and fundamental guidelines for the development of rural tourism. According to the theory of the hierarchy of needs of Maros, when people's material needs are satisfied, they will turn to a higher level of spiritual needs, and the tourism industry, as a kind of industry that focuses on the experience and feelings of consumers, must focus on the spiritual needs of consumers in the upgrading process[3]. However, in the pace of rapid development of rural tourism, currently, the rural tourism industry is in a stagnant stage, how to complete the industrial upgrading of rural tourism to achieve long-term

development is a major focus. The field of rural tourism has begun to explore the characteristics of rural tourism, the resource status of rural tourism destinations and the quality of rural tourism products. However, these researches focus on the rural tourism destination itself, and pay less attention to the indicator of rural tourists' demand. Why do rural tourists engage in rural tourism? What is their starting point? How do rural tourists influence the rural tourism industry? These questions deserve further exploration.

2. Overview of the Study Area and its Advantages

2.1. Overview of the Basic Situation in the Study Area

Yibin is located at the confluence of Jinsha River, Minjiang River and Yangtze River, the core area of Sichuan, Chongqing, Yunnan and Guizhou, with 3 districts and 7 counties, and has the advantage of directly radiating a population of 37 million people in 8 cities in 3 provinces, belonging to the subtropical humid monsoon climate zone, and having abundant heat in all seasons, with an average annual temperature of about 17.5°C. Yibin has a long history, traces of human existence can be traced back to 40,000 years ago, with "the first city on the Yangtze River" reputation, is a national historical and cultural city, China's outstanding tourist cities. In recent years, in order to develop the rural economy, Yibin has explored a variety of "tourism + agriculture", "tourism + culture", "tourism + scenic spot" and other industrial depth integration mode, forming a scenic spot driven, Farmers increase their income and develop a new pattern together, so that poverty alleviation and rural revitalization are effectively connected.

The strategy of rural revitalization was proposed in the report of the 19th CPC National Congress. Subsequently, all over the country, the reform and development of agriculture and rural areas have been accelerated to promote the prosperity and progress of rural areas, and realize the modernization of agriculture and rural areas[4]. Based on the general requirements of rural revitalization of "to build rural areas with thriving businesses, pleasant living environments, social etiquette and civility, effective governance, and prosperity", Yibin has formulated the "Outline of the 14th Five-Year Plan for the National Economic and Social Development of Yibin City and the Visionary Targets of 2035", which puts forward the improvement of the modern culture and tourism industry system, and the construction of the "One Product, Two Seas, Three Belts, Four Cores and Five Points" cultural and tourism industry. accelerate the construction of Shunan Bamboo forest, Xingwen karst Geopark, Wuliangye, Lizhuang Ancient Town and other core scenic spots, the creation of national tourism resort, national 5A scenic spots, national ecotourism demonstration area, tourism-related departments quickly set up a special class of double creation to accelerate the creation of Shunan Bamboo forest, national-level tourist resort, Shunan Bamboo forest, and the creation of a national ecotourism demonstration area. National tourism resort, Shunan Bamboo forest, Xingwen karst Geopark joint creation of national 5A-level tourist attractions and Xingwen Shihai declaration of the southern karst world heritage list, to create a set of ecological recreation, scientific research and study, red tourism and other products and modes of integration and complementary "large bamboo sea" "large stone sea" "Culture and tourism boutique, seize the golden period of spring rural tourism, launched the "rosy spring Yibin line" and other characteristics of rural tourism line more than 20, linking the city's trade unions at all levels and cultural and tourism enterprises and other market players to carry out spring shopping and consumer activities, it is expected that the first quarter of the issuance of cultural and tourism vouchers of more than 2,000 million yuan, driving consumption of more than 1,000 million yuan, driving consumption. It is expected that in the first quarter, a total of 20 million yuan of cultural and tourism consumption vouchers will be issued, leading to a consumption of more than 150 million yuan, and injecting a steady stream of power into rural revitalization.

2.2. Advantageous Conditions for High-quality Development of Rural Tourism in Yibin City

Rural tourism in Yibin City began in the mid-to-late 1990s, and has gone through two stages of development. The first stage is from the mid-to-late 1990s to 2004: rural tourism represented by agritainment of Baita Mountain in the outskirts of the city, Shunan Bamboo forest Scenic Area, and Xijie Town has been developing rapidly, and spontaneity and scale are the main features of rural tourism in Yibin City in this stage. The second stage is from 2004 to the present: Changning County, Cuiping District, Xingwen County and other important tourist areas and counties first tried to assess the star rating of agritainment within their jurisdiction as a boundary, and the success of Changning County's Folai Mountain, Jinqiu Lake Xufu Longya Science and Technology Park to create the national agro-tourism demonstration site and the introduction of the "South of the Yangtze River Rural Ecological Style Tourism Belt Plan" as a highlight, and the implementation of the "Yibin City Agritainment Star Classification and Evaluation" standard as a milestone. Yibin rural tourism has started to develop in the direction of branding, modernization and standardization on the basis of its expanding scale, especially with the unique advantages of Yibin's rural tourism development, such as unique natural resources, convenient transportation conditions, relevant policy dividends, and Yi, Miao, and Bo ethnic minority cultures of rich flavor, which have contributed to the continuous warming of Yibin's rural tourism.

The advantages of high-quality development of rural tourism in Yibin City are mainly reflected in the possession of uniquely rich natural resources, convenient transportation conditions, relevant policy support and safeguards, and rich cultural flavor of the Miao and Yi Bo ethnic minorities. Yibin City, most of the counties (districts) is located in the hilly area of southern Sichuan, its climate and soil is very suitable for planting sorghum, tea, citrus and other cash crops, another Xingwen, Changning, Yunlian, Pingshan, Gongxian and other places are located in the Wumeng mountainous area, adjacent to the Yunnan-Guizhou region, most of which belongs to the old, young, border and poor mountainous areas, with karst caves, bamboo and stone forests, and other unique landscape, its unique landscape, climate, soil conditions have given birth to the tea, bamboo, Its unique geomorphology, climate and soil conditions have given birth to the three major business cards of tea, bamboo and wine. Moreover, the first largest Miao settlement in Sichuan is in Xingwen County, Yibin City, which has unique Miao culture and rich Miao folk customs, and is an excellent place to experience Miao culture. Moreover, there are 2 Qingping and Pingbian Yi towns in Pingshan County, where festivals such as the Yi Spring Festival, the Yi Torch Festival and the Yi New Year's Day are held every year, and these festivals attract a large number of tourists. It can be seen that Yibin is rich in resources and distinctive, which makes it a good place to develop rural tourism.

3. Analyse Rural Tourism Industry in Yibin by RMP Theory

RMP theory was put forward by Wu Bihu (2001) firstly, which is a kind of product-centered tourism planning mode, refers to the tourism product-centered in regional tourism development, respectively, R-ness analysis (resource analysis) and M-ness analysis (market analysis)[5], this paper analyzes the status quo of Yibin rural tourism industry through RMP theory. In order to find out the problems and provide ideas for upgrading the status of rural tourism industry in Yibin City, the specific analysis is as follows:

3.1. Resource (R) Analysis

Located in the eastern part of Sichuan Province, Yibin is an area rich in nature and humanity, especially its unique rural scenery attracts a large number of tourists. Yibin has a large number of rural tourist attractions with a wide variety of contents. Among them, agricultural

sightseeing and recreational tourism is based on the city of Cuiping District Liang Jiang Township, Caiba Township, Baita Mountain, Qixing Mountain, Fo Xian Mountain, and Hui Shi Gou; the national agrotourism demonstration sites are Changning County Fo Lai Mountain, Junlian County Chun Feng Village and Cuiping District An Shi Village, and other rural tourism sites, and the number of Yibin Agritainment is large with the Shuangqiao Village Xiaoqiao Liu Shui Agritainment, Changning County Ecological Garden Agritainment, Nanxi County Yiji Mountain Villa, Jiang'an County Bao Zhong Shan Nongjiajia and Gaoxian Siheyuan etc.; Rural leisure and vacation tourism has the Shunan Bamboo forest scenic area as the basis of the Zhuhai Ren Jia, Bamboo Garden, Cuizhu Xuan, Yunquanzhuang and other agritainment; Agricultural experience and cultural tourism has the Jinqiu Lake Xufu Longya Science and Technology Park and Changning County, Folai Mountain Scenic Area, the national demonstration site of agricultural tourism, etc.; The ancient town of Lizhuang, the Xijiashan ancient dwellings, the Meidong Shilin Miao culture and Bo culture, etc., are the Yibin city's folklore and folk culture. . To summarize, the overall quality of rural tourism resources in Yibin is high, and the development of resources has a large potential.

3.2. Market (M) Analysis

The development of rural tourism in Yibin City started late, and in recent years, relying on resource advantages, the tourism market has grown rapidly. At present, the rural tourism industry in Yibin City has achieved partial development, and the total annual number of people received and the comprehensive output value of tourism have achieved rapid growth year-on-year. The author conducted field visits to the rural tourism places in Yibin City in September 2023-December 2023, in which Cuiping District was the key investigation area, and the results summarized the following characteristics of the current rural tourism market in Yibin City:

3.2.1. Short-haul Predominantly, Medium and Long-haul Passenger Growth

The city's short-distance tourists are the main source of rural tourism in Yibin, and the tourist groups are mainly from Sichuan Province, Zhejiang, Fujian and other regions; in recent years, there has been an increase in the middle and long-distance markets, but the overall source of radiation is limited, and the structure of the source places needs to be improved.

3.2.2. Single Marketing Approach

At present, the rural tourism market in Yibin City is mainly publicized by word-of-mouth, which leads to the limitation of the enhancement of the visibility and radiation of the rural tourism market in Yibin City. Therefore, for the special tourism market structure, we should increase the publicity of the media and the network in the future, and hold large-scale tourism promotion meetings in other places regularly, so as to play a role in the regional linkage development and broaden the source channels of rural tourism in Taishun County.

3.2.3. Low Rate of Repeat Visits by Tourists

As people's stay in holiday trips lengthens and the number of repeat trips by tourists increases, so does the demand of tourists for leisure places and recreational venues. However, at present, the development of rural tourism projects in Yibin City has not been deep enough to develop them in depth, so it is not attractive enough to attract a large number of tourists to generate second consumption, tourists stay for a shorter period of time, and it is more difficult to obtain a high rate of revisit, and in the future, we should try to increase the deep level of tourism experience projects, and deepen the characteristics of the leisure and vacation of the rural tourism products.

3.3. Product (P) Analysis

The core of RMP theory is the product, which is divided into targeted and unique programs and contents under the premise of market orientation by integrating and innovating the external environmental factors such as the natural geographic background, historical and cultural

traditions, and the level of economic development of the tourist site. In recent years, rural tourism in Yibin has developed vigorously, and rural tourism products have been springing up, and rural tourism projects with the theme of "flowers" are even more popular, such as plum blossoms, which can be seen in large areas in March in Chunfeng Village in Tengda Town of Junlian County, Liumi Temple in Shengtian Town, Zailong Village in Xijie Town, and Doushan in Xiangbi Street of CuiPing District. Large areas of plum blossoms can be seen in the area, and the corresponding plum blossoms will ripen after the flower festival every year, and then it is the time to savor the melons and fruits. Therefore, rural tourism creates great economic benefits for local residents. In conclusion, the development of rural tourism products in Yibin City has a large potential, and in the subsequent development of tourism products, it is necessary to highlight the unique natural landscape, culture and folklore of Yibin City's countryside, strengthen the advantages of rural tourism in Yibin City, and develop more attractive rural tourism products.

4. Analysis of Problems in the Development of Rural Tourism Industry in Yibin Driven by Experience Demand

Although the tourism industry in Yibin City has made certain achievements in recent years, but compared with neighboring cities, there is still a big gap. The author through the way to visit the Yibin City counties, townships and townships Tourism Bureau and rural village cadres to conduct interviews, in which Cuiping District as a key investigation area, the results found that the current development of rural tourism resources in Yibin City, there are still many urgent problems to be solved, such as insufficient excavation of rural tourism resources, the difficulty of linkage with the spiritual civilization of tourists, and the overall quality of rural tourism talent is not high.

4.1. Insufficient Excavation of Rural Tourism Resources and Lack of Rural Specialty Products

Yibin city has rich rural tourism resources, but due to the limitations of dispersed area and small scale, most of them are opened up and developed by themselves, and a lot of repetitive construction phenomenon has appeared, which has lost the only original charm. Agritainment, leisure villa distribution of a wide range and disorganized, a household a agritainment situation is extremely common. Farmers' activities are the same, such as eating farmers' meals, playing local board games and so on. However, the real can reflect the local rural humanities and customs, and farmers with food and living with the labor of rural experience rural tourism model is still in the initial stage of development. RMP theory focuses on tourism products, and through the previous analysis, it can be seen that the current rural tourism products in Yibin City still focus on sightseeing, and the excavation of rich and diversified human resources in tourism development is not prominent enough, resulting in a short stay of tourists, insufficient tourism consumption, and has not yet formed industrialization. Moreover, most of the rural tourism products in Yibin are not scientific and reasonable, the features and history and culture are not perfectly shown, and the agricultural resources are not related, and the forward-looking is obviously not enough. Many businessmen do not pay attention to the protection of ecological environment in the development, which causes waste and pollution to many local resources.

4.2. Difficulty in Linking with Tourists' Spiritual Civilization, Coupling Ability to Be Improved

Accompanied by the rapid emergence and development of our country's socialist market economy, people's lives are also gradually improving, people's tourism consumption ability is increasing, resulting in a series of changes in the experience needs of tourists accordingly, tourists are increasingly focusing on whether the tourism services and their own internal needs.

However, in the practice of rural tourism in Yibin City, it has only received the attention of the relevant economic sectors, and has not received due attention from the relevant departments. In the rural tourism product design, village appearance improvement and the establishment of visitor agencies and other actions have not considered the needs of tourists demand and the development of rural tourism and other needs (such as the rural tourism of Anshi Village in Lizhuang Township and the ecological pig breeding and other industries in Xingwen County, and even for the villages where the rural tourism has been formed on a certain scale, there is no setting of management assessment indexes for the rate of complaints from tourists, tourist satisfaction and so on), resulting in the Yibin's rural tourism insufficient interaction with the spirit of tourists, slowing the development of rural tourism in Yibin.

4.3. The Overall Quality of Rural Tourism Talents is not High, and the Industrial Driving Force is not Strong

According to the visit, the institutional mechanism of Yibin is traditional, the existing talent in tourism, culture and art, vacation and leisure and other professional comprehensive level is not high, it is difficult to give full play to the value of resources, and more difficult to attract talents, coupled with the continuous upgrading and innovation of the rural tourism industry, Yibin City, the rural tourism industry lacks of innovative talents, operation and maintenance of talents and project leaders, especially the lack of industrial development and project management of complex talents, resulting in insufficient tourism product development and lack of product competitiveness. The lack of composite talents with both industrial development and project management has led to insufficient tourism product development and lack of product competitiveness. The lack of talents directly affects the integrated development of the rural tourism industry, resulting in the inefficiency of Yibin's resource advantages being transformed into economic advantages. Moreover, most of the rural tourism in Yibin City is organized and operated by farmers themselves, and often each one of them keeps a stall, and there is no effective management order in the market. At the same time, given the relatively low cultural level of most rural tourism business farmers, double lack of long-term vision and industry strategy, there are cognitive barriers in the high-tech references. This leads to the deep processing of tourism products, supporting services, the extension of the industrial chain and the standardized management of the industry to do not enough. These not only cause the low level of rural tourism and duplication of competition, but also greatly reduce the rural tourism should have the ability to drive the industry.

5. Suggestions on the Upgrading Path of Yibin Rural Tourism Industry Driven by Experience Demand

The upgrading of China's rural tourism industry driven by experience demand is an important driving force to promote the healthy and sustainable development of the rural tourism industry, and experience demand lays the foundation for the upgrading and transformation of the rural tourism industry and guides the direction of future development[6]. Starting from the perspective of experience demand, collecting information through visits and surveys, and combining the RMP theory analysis of rural tourism resources in Yibin City with the analysis of existing problems above, this study proposes the following development strategies in the following aspects:

5.1. Scientific Planning of Rural Tourism Resources, Focusing on Creating Rural Tourism Specialty Products

There are differences in the age, occupation, hobbies, travel modes and consumption willingness of tourists, and rural tourism products need to meet these differentiations. How to rely on the diversity of tourism resources, develop a variety of types of tourism products, to

meet the needs of tourists to develop the characteristics of resources to ensure the core competitiveness of tourism products, the development of unique rural tourism products play a key role. The development of rural tourism products in Yibin City first needs to be adapted to the local conditions, so it should be based on the existing tourism products to maintain the characteristics, enhance innovation, reduce homogenization, and meet the diversified needs of tourists. The developed programs should cover all ages and meet the needs of different markets. You can seize the current trend of outdoor tours, camping and other popular trends, to carry out special activities designed for all ages, to bring more freshness to tourists, and maximize to meet the diversified needs of the market.

5.2. Focus on the Spiritual Civilization Needs of Tourists and Take the Road of Perfecting the "Experience Chain".

Different tourists, their ability to pay for tourism, personality characteristics, hobbies, physical quality, cultural quality and other aspects are very different, and with the accelerating process of global economic integration, the rural tourism industry into a more modern elements, the degree of acceptance of different tourists is different, so the rural tourism industry in the experience of the activities of the project set up, the need to fully embodied personalized and targeted to meet the intrinsic needs of different travelers. Characteristic routes can give travelers a sense of hierarchy, depth and history, and promote the synergistic development of multi-local tourism. Yibin City can expand the development space of inter-regional cultural tourism by integrating multiple regions, joining forces with multiple places, and designing tourism routes around different cultural communication themes. The government takes the lead in designing cultural tours, leisure tours and trade tours suitable for different groups, and launching free tours, self-driving tours, fragmented tourism products, catering and entertainment programs. The government has also started the accelerated mode of tourism integration, creating the "Yibin Model" with the theme of "Tourism+Culture+Sports+Ancient Cultural Relics+Traditional Cuisine+Beautiful Rural Areas". At the same time, to ensure coherence and unity between each link of the rural tourism experience project group, to ensure the quality of each experience link, to provide travelers with a complete experience service, to enhance the sensibility of the travelers, to enhance the competitiveness of rural tourism, and to inject a steady flow of development momentum for the sustainable development of rural tourism industry in Yibin City.

5.3. Cultivate Rural Tourism Professionals in a Three-dimensional Manner and Enhance the Overall Level of the Rural Tourism Industry

The development of rural tourism in Yibin City cannot be separated from professional tourism operation and management talents, and the lack of professional talents will become an obstacle to the development of rural tourism in Yibin City, so it is necessary to comprehensively improve the professional talents, firstly, to strengthen the training of leadership and planning talents. In terms of operation and management, professional managers with rich experience and professional ability should be recruited and stationed in the field to formulate development routes that are more in line with rural tourism in Yibin City. At the same time, the policy is to give subsidies to professional talents for employment and housing. Second, service skills. Organize tourism commodities exhibition, waiter service level competition, tour guide skills competition and other evaluation and competition activities to enhance the competitive awareness and enthusiasm of tourism practitioners, and improve the popularity of tourism products and practitioners' service enthusiasm and service level. Third, organize training. Organize key rural tourism township managers or operators to go out to visit and learn, carry out rural tourism management personnel and service personnel training courses, through training, the majority of rural tourism managers, service providers and operators have learned

a lot of new concepts in rural tourism management, new knowledge, improve the reception level of rural tourism and service capacity, enhance the overall quality of the industry.

6. Conclusion

The advent of the era of experience economy is an irresistible trend, which is determined by the level of development of productivity. People are more and more keen on the sense of experience brought by the consumption process, not just products and services. This paper analyzes and researches the current situation of rural tourism in Yibin City from the perspective of experience demand, combining with the knowledge of RMP theory, and finds out the problems of rural tourism type in Yibin City in many aspects as well as the tourists' actual experience demand in the process of tourism, which can provide guidance to the future upgrading and development of rural tourism in Yibin City, as well as a certain reference value for the construction of other types of tourist villages in China.

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