



# Research on Rural Tourism Development Strategy Under the Background of Rural Revitalization

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**Abstract:** Taking Tongzi County in Guizhou as an example, this paper discusses the role and development strategy of rural tourism in rural revitalization. Through literature research, field investigation and questionnaire survey, the current situation and existing problems of rural tourism in Tongzi County, Guizhou were investigated, and corresponding development countermeasures were proposed. This paper finds that rural tourism in Tongzi County, Guizhou has the advantages of rich tourism resources and great development potential. However, there are problems in the region, such as insufficient tourism management talents, insufficient government support, poor integration of regional characteristic resources, and serious homogeneity of marketing strategies. Based on the in-depth analysis of the problem, this paper proposes countermeasures to strengthen the introduction and training of tourism management talents, improve government support, tap and integrate local characteristic resources, and improve marketing effects, so as to promote the development of rural tourism in Tongzi County, Guizhou. The research significance of this paper is not only the theoretical research on rural revitalization and rural tourism, but also provides a certain reference for the practice of rural tourism in Tongzi County, Guizhou.

**Keywords:** Rural Revitalization; Rural Tourism; Tongzi County, Guizhou

## 1 CONCEPTUAL DEFINITION

### 1.1 RURAL REVITALIZATION

Rural revitalization refers to the government's adoption of a series of policies and measures to promote the comprehensive development of rural economy, culture and ecology, meet the aspirations and needs of farmers for a better life, promote the close integration of urban and rural development, and realize the comprehensive construction of socialism with Chinese characteristics. Rural revitalization aims to achieve the coordinated development of rural economic development, social construction and ecological and cultural construction, break the dual structure of urban and rural areas, and promote the coordinated development of urban and rural economy. Rural revitalization needs to strengthen joint scheduling, vigorously support rural industries with regional characteristics, promote the national rural informatization strategy, and carry out comprehensive and sustained investment in rural infrastructure construction, rural environmental governance, cultural construction, etc., so as to realize the construction of modern villages.

### 1.2 RURAL TOURISM

Lu Xiaobo and Wang Shuang (2022) proposed that rural tourism refers to a form of tourism based on the characteristics of rural ecological environment, cultural customs and other resources, with exploration, development, protection and utilization as the core, and is a form of tourism that integrates various tourism elements such as sightseeing, leisure, art, culture, agriculture, picking, experience, and sports. Lu Xiaobo (2022) proposed that rural tourism relies on rural natural and human resources to create tourism products that integrate leisure, vacation, culture, catering, accommodation and other functions, which can not only improve the infrastructure and environment in rural areas, but also play an important role in promoting rural economic development and increasing farmers' income. Wang Lingzhi, Chen Qiyu (2022) The study summarizes the characteristics of rural tourism. First, with high environment, culture and leisure vacation elements, tourists can relax in nature and feel the simplicity and beauty of the countryside; Second, it is closely related to rural production and life, and can deeply understand the local agricultural culture and folk customs; Third, it is conducive to promoting local economic development and improving the income and living standards of rural residents.

## 2 INVESTIGATION ON THE DEVELOPMENT STATUS OF RURAL TOURISM IN TONGZI COUNTY, GUIZHOU

### 2.1 OVERVIEW OF TONGZI COUNTY, GUIZHOU

#### 1. Introduction to Tongzi County

Tongzi County is located in the north of Guizhou Province, with a total land area of 3,207 square kilometers, under the jurisdiction of 2 streets, 20 towns, 2 townships, 1 ethnic township, bordering Chongqing City, known as "Qianbei Gateway" and "Sichuan-Qianqian Key", geographical location advantages are obvious, is Chongqing citizens summer back

garden. At present, there are 34 rural tourist attractions in Tongzi County, and the rural tourism industry has formed a new model of "home-guest integrated vacation". In 2021, Tongzi County received 7,309,500 rural tourism tourists, achieving tourism revenue of 5.29 billion yuan, ranking first in Zunyi City in terms of rural tourism reception and tourism revenue. In 2019, it was 11.832 billion yuan, and in 2020, due to the impact of the new crown pneumonia epidemic, the comprehensive tourism revenue was 7.362 billion yuan, and then gradually increased, and the comprehensive tourism revenue in 2022 was 12.035 billion yuan. The GDP of Tongzi County tends to grow steadily, from 13.886 billion yuan in 2016 to 18.243 billion yuan in 2022, and in general, Tongzi County's tourism revenue and GDP tend to increase significantly, which can indirectly see that Tongzi County has great potential for rural tourism development.

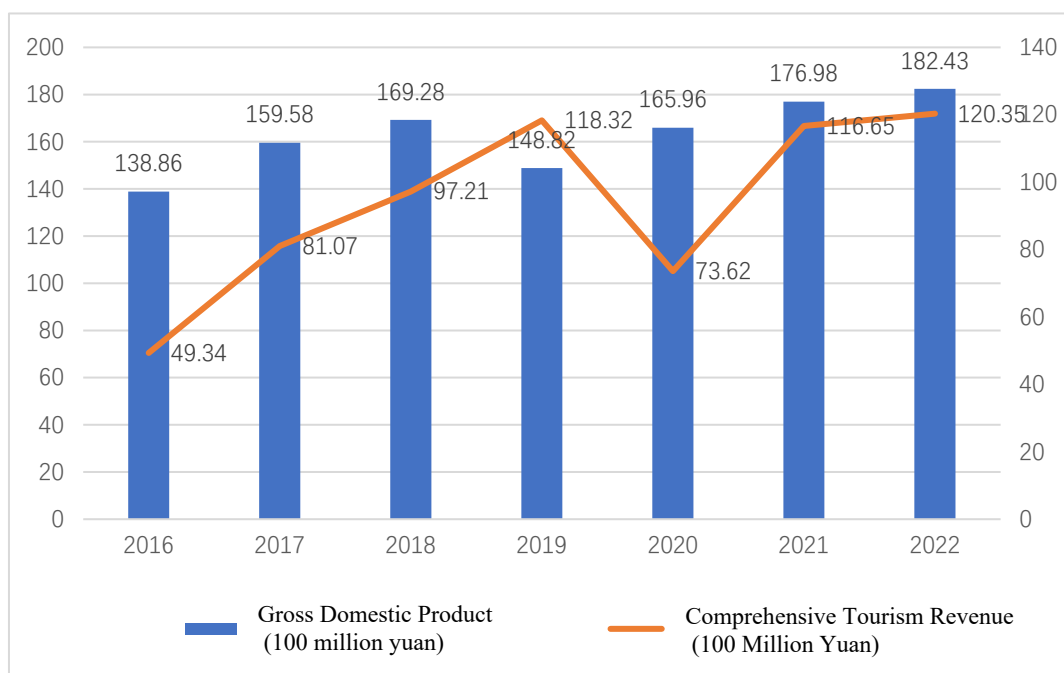


FIGURE 1 TONGZI COUNTY'S GDP AND COMPREHENSIVE TOURISM INCOME FROM 2016 TO 2022 (100 MILLION YUAN)

Source: 2016-2022 Tongzi County National Economic and Social Development Statistical Bulletin

#### 2. Tourism resources of Tongzi County

First, the resource type coverage is complete and the number is large. There are 298 identified tourism units in Tongzi County, with complete resource types and a large number, which provides objective conditions for the development of tourism in Tongzi, and from the distribution of tourism resources, the distribution of tourism resources in the county is relatively concentrated. Secondly, the distribution of tourism resources is reasonable. The rural tourism resource group group of Tongzi County is presented, the northern part is mainly based on eco-tourism resources, the central to southern parts are mainly based on cultural landscapes, and the central and southern parts are

adjacent to Zunyi City, which has a good foundation for red tourism development. At present, Tongzi County has 1 national key village of rural tourism, 4 provincial key villages of rural tourism, 8 key villages of municipal rural tourism, 1 key town of municipal rural tourism, 4 Grade A villages of rural tourism, 7 Grade B villages of rural tourism, 1 provincial demonstration homestay, 4 boutique inns, 3 five-star operators (farmhouses), 34 rural tourism spots, 2,033 rural hotels, and 98,204 beds. It provides a solid infrastructure for the development of rural tourism, and Tongzi County is rich in rural tourism (see Table 1), and Tongzi County has built four types of rural tourism complexes: rural tourism and tourism complex, rural health tourism, rural red tourism and rural characteristic cultural tourism relying on rural tourism.



**TABLE 1 RURAL TOURISM RESOURCES IN TONGZI COUNTY**

Type	Introduction To The Attractions	Address
Rural Tourism Complex	Leisure and tourism agricultural park, agricultural theme park, experience picking garden, to create agricultural tourism, rural food, rural tourism festivals	Guancang, Jiuba, Chumi, Mamane, Rongguang, Shixi, Huanglian and other townships (towns)
Rural Wellness Tourism	Wellness vacation products are combined with sports, hot springs, forests, and rural summer tourism	Pillow Spring Cuigu Health Care Center, Chengnanshan Hot Spring Hotel, Liangfengya Forest Park, Chumi Qianbei Health Care Park, Huaxian Valley Resort
Rural Red Tourism	Red rural tourism mainly carried out in the red scenic spot of Loushanguan	Guancang Agricultural Tourism Resort, Chengchengguan Scenic Area, Jinjishui Traditional Village, Happy Land Rural Tourism Spot
Rural Characteristic Cultural Tourism	Prehistoric culture, ancient salt road culture, Yelang culture, meditation culture, Miao culture, intangible cultural heritage, anti-war culture, three-line construction cultural elements	Loushanguan Street, Yaolongshan Town, Maoshi Town, Dahe Town, Chumi Town, Jiuba Town and other summer rural tourism demonstration belts

Source: Tongzi County Culture and Tourism Bureau

## 2.2 ANALYSIS OF THE INVESTIGATION OF RURAL TOURISM DEVELOPMENT IN TONGZI COUNTY, GUIZHOU

### 1. Reliability and validity analysis

This paper compiles a questionnaire based on the factors of tourists, the location of this questionnaire is in the rural tourism scenic spot of Tongzi County, and the online survey is also carried out, using a one-to-one mode, the test subjects according to the rules described by the main test, learn more about the purpose, content and attention points of the questionnaire, and answer questions in time. When the requirements are fully understood, the test takers begin to answer the questionnaire without time limit and secret ballot, and then turn it in uniformly. There were 235 questionnaires distributed this time, and 235 were actually recovered, including 9 invalid questionnaires that were filled in incorrectly or omitted, and 226 valid questionnaires were collected this time, with a recovery rate of 96.17%. After the statistics are recorded, the data is recorded in SPSS25.0 for processing. The overall Kellmbach coefficient of the scale is 0.883, which is greater than 0.8, and the reliability of the scale is high. The KMO value of the scale was 0.835>0.6, and the validity was good (see Table 2 and Table 3), indicating that the questionnaire data were true and reliable.

**TABLE 2 RELIABILITY STATISTICS**

Clonbach Alpha	Normalized Bach based on Alpha	The number of items
0.883	0.751	12

0.883	0.751	12
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Data source: SPSS25.0 export collation

**TABLE 3 KMO AND BARTLETT TESTS**

KMO and Bartlett tests		
KMO sampling relevance measure.		0.835
Bartlett sphericity test	Approximate chi-square	2396.962
	degree of freedom	325
	Salience	0.000

Data source: SPSS25.0 export collation

### 2. Descriptive statistics of respondents

After data collation, using SPSS25.0 for descriptive statistics, it can be found that the proportion of women in this survey is relatively high, 139 women and 87 men, accounting for 61.50% and 38.5% respectively (see Table 3), the age is concentrated in 19-35 years old, accounting for 49.12%, followed by 36-50 years old, accounting for 28.32%. 26.99% of freelancers were professional, and freelancers had more time to travel, followed by 23.01% of students and 64.61% of respondents with an income level higher than 3000.



**TABLE 4 BASIC SITUATION OF THE PARTICIPANT SURVEY (N=226)**

type	Question item	frequency	Percentage
gender	man	87	38.50%
	woman	139	61.50%
age	Under 18 years of age	10	4.42%
	19-35 years old	111	49.12%
	36-50 years old	64	28.32%
	51-65 years old	33	14.60%
	Over 66 years old	8	3.54%
occupation	Civil servants or personnel of public institutions	29	12.83%
	Enterprise personnel	45	19.91%
	freelancer	61	26.99%
	Agricultural practitioners	22	9.73%
	student	52	23.01%
	other	17	7.52%
Income level	No income	51	22.57%
	3000 RMB and below	29	12.83%
	3001-5000 yuan	75	33.19%
	5001-10000 yuan	56	24.78%
	More than 10001 yuan	15	6.64%

Data source: Questionnaire SPSS.25.0 export collation

**2.3 ANALYSIS OF THE RESULTS OF THE SURVEY**  
*RESULTS OF RURAL TOURISM DEVELOPMENT IN TONGZI COUNTY, GUIZHOU*

**TABLE 5 CHANNELS FOR TOURISTS TO LEARN ABOUT RURAL TOURISM IN TONGZI COUNTY, GUIZHOU (N=226)**

Options	Frequency (person)	Percentage (%)
Travel agencies or travel agents	18	7.96%
Introductions from family, classmates, friends, colleagues, etc	70	30.97%
Travel brochures, posters, travel videos	36	15.93%



Advertisements or reports and presentations on television, newspapers, magazines	29	12.83%
Travel Fair	15	6.64%
Internet advertising, Douyin, Kuaishou and other Internet platforms	43	19.03%
other	15	6.64%

According to the data in Table 5, among the 226 tourists surveyed, 30.97% of them learned about rural tourism in Tongzi County, Guizhou through the introduction of family, classmates, friends, colleagues, etc. The Internet has become an important channel to attract tourists, accounting for 19.03%, while only 7.96% of tourists learn about rural tourism through travel agencies or travel agents. This shows that word-of-mouth communication and Internet publicity are important driving forces for the development of rural tourism in Tongzi County, Guizhou, and the management and development of marketing plans should be strengthened. In addition, there is a need for more innovative marketing solutions for traditional channels such as travel brochures, posters, travel videos and advertisements or reports and presentations on TV, newspapers and magazines.

**TABLE 6 SURVEY ON THE PURPOSE OF TOURIST TRAVEL TO TONGZI COUNTY, GUIZHOU (N=226)**

Options	Frequency (person)	Percentage (%)
Experience entertainment	32	14.16%
Experience folk culture	57	25.22%
Buy souvenirs	16	7.08%
Taste the specialties	46	20.35%
Admire the natural scenery	63	27.88%
Research and investigation	12	5.31%
other	0	0

According to the data in Table 6, a total of 226 tourists came to Tongzi County in Guizhou for the purpose of tourism, and the survey results showed that the purpose of tourists was mainly to appreciate the natural scenery and experience the folk culture. Appreciation of natural scenery accounted for 27.88%, and experience of folk culture accounted for 25.22%. This was followed by tasting specialty food (20.35%) and experiencing entertainment (14.16%). This shows that the beautiful natural scenery and folk culture of Tongzi County in Guizhou are the main resources and advantages to attract tourists, and should be valued and excavated in tourism development.

**TABLE 7 SURVEY ON PER CAPITA CONSUMPTION RANGE AND LENGTH OF STAY OF TOURISTS IN TONGZI COUNTY, GUIZHOU (N=226)**

	Options	Frequency (person)	Percentage (%)
Tourist spending range per capita	Less than 200 yuan	42	18.58%
	200-499 yuan	108	47.79%
	500-999 yuan	59	26.11%
	More than 1000 yuan	17	7.52%
Number of days of stay	A.1 day	36	15.93%
	B.2 days	74	32.74%
	C.3 days	70	30.97%
	D. More than 3 days	46	20.35%



According to the data in Table 7, a total of 226 tourists in Tongzi County, Guizhou, mainly in the per capita consumption range of 200-499 yuan and 500-999 yuan accounted for the majority, accounting for 47.79% and 26.11% respectively. Even if the per capita consumption is within this range, it shows that the price of rural tourism in Tongzi County, Guizhou is relatively close to the people. In addition, the number of days tourists stay is

mainly distributed between 2-3 days, accounting for 63.71%. This also suggests that rural tourism in Tongzi County, Guizhou, has more potential in the short-distance tourism market, and targeted strategies should be developed to further attract tourists, while improving the quality of services and goods so that tourists can get a better travel experience.

**TABLE 8 SURVEY ON THE REASONS WHY TOURISTS ARE DISSATISFIED WITH THE TOURISM DEVELOPMENT OF TONGZI COUNTY, GUIZHOU (N=226)**

Options		Frequency (person)	Percentage (%)
Transportation	The road condition to and from is not good	54	23.89%
	The route map is not clear	104	46.02%
	Road capacity is insufficient	68	30.09%
In terms of services	Food and beverage service	75	33.19%
	Accommodation services	95	42.04%
	Shopping services	56	24.78%
In terms of infrastructure	Lack of attraction signage	94	41.59%
	The route map is not clear	47	20.80%
	Cultural and recreational facilities are not perfect	85	37.61%
In terms of tourism projects	Lack of cultural character	56	24.78%
	The tourism program is single	130	57.52%
	The project design lacks depth	40	17.70%

According to the data in Table 8, a total of 226 dissatisfied tourists were surveyed in the tourism development of Tongzi County, Guizhou, and the survey results showed that the most dissatisfied aspects of tourists were unclear route map and accommodation services, accounting for 46.02% and 42.04% respectively. In addition, the single tourism project is also an important reason for tourists' dissatisfaction, accounting for 57.52%. Among them, the lack of cultural characteristics of tourism projects and insufficient signage of attractions also caused dissatisfaction among tourists, accounting for 24.78% and 41.59% of the proportions. These results show that rural tourism in Tongzi County, Guizhou, also needs to strengthen the construction of services and infrastructure, especially to improve transportation and accommodation conditions, and strengthen the quality and depth of tourism projects.

**TABLE 9 SURVEY ON THE PROBLEMS OF TOURISM CONSTRUCTION IN TONGZI COUNTY, GUIZHOU (N=226)**

Options	Frequency (person)	Percentage (%)
Travel products are not attractive	93	41.15%
The tour service was not attentive enough	109	48.23%





The infrastructure is inadequate	117	51.77%
The price level is too high	107	47.35%
The transportation is not convenient enough	67	29.65%
Lack of professional tourism management talents	102	45.13%
other	44	19.47%

According to the data in Table 9, a total of 226 tourists participated in the survey on the problems of tourism construction in Tongzi County, Guizhou, and the survey results showed that the problems that tourists believed to existed: insufficient infrastructure (51.77%), insufficient tourism services (48.23%), too high price level (47.35%), lack of professional tourism management talents (45.13%), insufficient attractiveness of tourism products (41.15%) and insufficient transportation (29.65%). In addition, 19.47% of tourists asked other questions. On the whole, tourists' satisfaction with tourism services and infrastructure is low, which means that Tongzi County in Guizhou still has a lot of room for improvement in tourism construction and services, and needs to increase investment to improve the quality of facilities and services.

### 3 THE PROBLEMS EXISTING IN THE DEVELOPMENT OF RURAL TOURISM IN TONGZI COUNTY, GUIZHOU

#### 3.1 LACK OF PROFESSIONAL TOURISM MANAGEMENT PERSONNEL

According to the data in Table 12, 45.13% of tourists believe that there is a lack of professional tourism management talents in the development of rural tourism in Tongzi County, Guizhou. This is an important issue because tourism is a knowledge-intensive industry that requires professional management skills and knowledge to effectively promote the development of tourism. However, this problem is widespread in the development of rural tourism, and it is particularly evident in Tongzi County, Guizhou. The lack of professional tourism management talents directly affects the development of rural tourism industry in Tongzi County, Guizhou. In all aspects of tourism product design, production, marketing and other links, certain management knowledge and skills are required. However, due to the lack of talents in this area, problems such as insufficient innovation in tourism product design, lagging marketing strategies, and poor service quality in Tongzi County, Guizhou are more prominent. This will have an adverse impact on the development of rural tourism in Tongzi County, Guizhou, and will also lead to poor tourist experience, which in turn will

affect the confidence and enthusiasm of tourists to choose Tongzi County in Guizhou again.

#### 3.2 INSUFFICIENT GOVERNMENT SUPPORT

In the survey results of tourists' satisfaction with the development of rural tourism in Tongzi County, Guizhou, it was found that only 6.21% of tourists believed that the tourism development planning of scenic spots in Tongzi County in Guizhou was unreasonable. There are also 26.09% of tourists who believe that there is no plan for the tourism development of scenic spots in Tongzi County, Guizhou. This is mainly because in the process of rural tourism development in Tongzi County, Guizhou, the government has fewer targeted support policies and more rural tourism stakeholders. Guizhou's rural ecological resources are abundant, there are innate favorable conditions for the development of rural tourism, and the government also attaches great importance to the introduction of relevant policies, but among the series of favorable policies introduced, it can be targeted, which helps enterprises to solve relatively few practical problems encountered in the process of rural tourism development, and the current business operation is not yet profitable. During the survey, it was learned that some policies involve many functional departments and different departments have different understandings of policies, resulting in difficulties encountered by tourism enterprises in the process of implementing policies. In the development of rural tourism, there are many stakeholders involved, and it is necessary to explore and establish a benefit-sharing mechanism for all parties in the development process to strengthen the continuous guidance of the government.

#### 3.3 THE DEGREE OF INTEGRATION OF RESOURCES WITH REGIONAL CHARACTERISTICS IS POOR

Under the background of rural revitalization, the tourism development of Tongzi County, Guizhou has the problem of poor integration of regional characteristic resources. Through the previous survey, it is known that the main purpose of tourists to Tongzi County in Guizhou is to enjoy natural scenery, accounting for 27.67%, followed by experiencing folk culture, accounting for 25.3%. Although Tongzi County in Guizhou has rich humanistic, historical, natural and folk resources, these resources are not fully integrated into tourism development, and are often only displayed piecemeal. This situation is not conducive to enhancing the attractiveness and competitiveness of tourism, nor can it meet the needs of tourists for in-depth experience and cultural exploration. Tongzi County, Guizhou has a deep historical and cultural heritage, but from the current development situation, only a few viewing points and experience points have been simply built, such as Guancang Agricultural Tourism Resort and Chengchengguan Scenic Area, etc., through simple object decoration, let people watch and feel, cultural and educational elements are relatively few, other tourism products are mostly sightseeing and leisure-based, the cultural excavation is not deep enough.

#### 3.4 THE HOMOGENEITY OF MARKETING STRATEGIES IS SERIOUS



At present, the rural tourism project in Tongzi County, Guizhou, does not have a professional marketing company to manage and operate, relying only on the publicity channels of the project itself is too small, the information is relatively scattered, the innovation is insufficient, and the number of foreign tourists attracted is limited. First, the rural tourism enterprises in Tongzi County, Guizhou, did not have a good packaging and publicity of the brand of the Green Park Project in Tongzi County, Guizhou, and were relatively backward in marketing means. Tourists learned through online browsing that there is currently no official website of the enterprise and the official website of the Green Park Project in Tongzi County, Guizhou, and the WeChat public account has less information, simple functions, and limited update content. Second, marketing channels are limited, according to the data in Table 4, among the 226 tourists surveyed, 30.97% of tourists learned about rural tourism in Tongzi County, Guizhou through the introduction of family, classmates, friends, colleagues, etc. The development of rural tourism in Tongzi County, Guizhou, did not make full use of the Internet +, and did not make full use of Weibo, WeChat, Tieba, forums and bus advertising slogans and their various combinations for publicity. There are no outstanding features in the marketing content, and no one has me, and everyone has me excellent.

## **4 COUNTERMEASURES FOR THE DEVELOPMENT OF RURAL TOURISM IN TONGZI COUNTY, GUIZHOU UNDER THE BACKGROUND OF RURAL REVITALIZATION**

### **4.1 STRENGTHEN THE INTRODUCTION AND TRAINING OF TOURISM MANAGEMENT PERSONNEL**

Rural tourism is an important part of the current rural revitalization strategy. As one of the places with the earliest development of rural tourism in China, the current situation of rural tourism industry in Tongzi County, Guizhou is ideal, but there are also some problems. Among them, the lack of professional tourism management talents is an important problem at present. In order to gain a foothold in the fierce competition in the rural tourism market and give full play to the advantages of Tongzi County in Guizhou, it is necessary to strengthen the introduction and training of tourism management talents.

On the one hand, the shortage of local talent can be made up for by bringing in professional tourism management talents. The way to introduce talents can be through industry associations, job fairs, talent pools and the Internet, etc., and take advantage of national and local policies such as salary and hukou to actively attract high-level talents to come to Tongzi County in Guizhou for the development of rural tourism industry. While introducing talents, it is also necessary to respect the characteristics and habits of newcomers, and provide

newcomers with more convenient and faster opportunities for information exchange and work.

On the other hand, it is necessary to strengthen the cultivation of local tourism management talents through basic vocational education, higher vocational education and follow-up training in the industry. The cultivation of these talents needs to be as close as possible to the actual professional needs, improve the overall quality and professional level, and have innovative and adaptable thinking. Mapping and analyzing market development trends, comprehensively grasping management ideas and methods, using market strategies to design and promote tourism products, in-depth understanding of consumer needs and other aspects of training, which is more conducive to the further development of the tourism industry.

### **4.2 INCREASE GOVERNMENT SUPPORT**

As an important integration area of agriculture and tourism, rural tourism plays a vital role in the rural revitalization strategy. In this process, the government should strengthen its support for rural tourism so that it can be better developed. Especially for the rural tourism market in Tongzi County, Guizhou, government support should be further strengthened to bring more potential opportunities for its development. Governments can provide different financial support through programmes such as incentives, subsidies or investments. At the same time, it can also introduce private capital or foreign investment to establish a financial support system for public-private cooperation. Due to the early start of rural tourism development in Tongzi County, Guizhou, various medium- and long-term development plans have gradually become transparent, and the willingness of the government and private capital to cooperate is strong, which can be used to achieve the great development of the tourism industry faster and more optimally. Governments should also increase their support for infrastructure, public services, and resource integration. Provide high-quality roads, transportation, telecommunications and public services and other facilities and environment, coordinate to establish an ecological environment for tourism consumption, improve the quality and consumption level of regional tourism, and attract more tourists. In addition, resource integration is one of the best and most economical ways to develop the tourism industry. The government can mobilize various social resources, cooperate with enterprises, schools and other institutions to jointly create a bright tourism gem, enhance the brand image and popularity of rural tourism, and vigorously publicize and attract the attention of foreign tourists.

### **4.3 EXCAVATE AND INTEGRATE LOCAL CHARACTERISTIC RESOURCES**

With its magnificent natural scenery, unique cultural history and profound national cultural heritage, Tongzi County in Guizhou has high potential for rural tourism development. In the context of the rural revitalization strategy, excavating and integrating local characteristic resources is one of the keys to the development of rural tourism in Tongzi County. Tongzi County has rich natural landscapes and characteristic resources such as Baizhishan Niujiao Village, Qingba Dashan and Huanglian





Mountain, which should be rationally developed and utilized, while paying attention to ecological protection and environmental awareness. Tongzi County is a multi-ethnic settlement of the Dong and Miao ethnic groups, which has a unique culture and a long history, and should dig deeper and explore ethnic cultural resources, including traditional handicrafts, music, dance, folk customs, etc., which can add a unique cultural background to rural tourism. Tongzi County's agricultural resources have obvious characteristics, mainly including tea, flue-cured tobacco, fruits and other characteristic agricultural products, which can be carried out through sightseeing tourism and rural experience to let tourists better understand and experience local agricultural culture and production methods. Tongzi County has rich gastronomic resources, such as Basha fish, Tongzi osmanthus wine, etc., by combining food culture with rural tourism, it has launched a series of gastronomic tourism products with characteristics, increased tourists' experience and consumer satisfaction, and driven rural economic development.

#### **4.4 IMPROVE MARKETING EFFECTIVENESS**

Marketing is a very important part of the rural tourism sales process. In the rural tourism market of Tongzi County, Guizhou, the key to improving marketing effectiveness is to make good use of the media network of the new era, adopt the "Internet + tourism" method, and increase marketing efforts. In this way, we can better use the Internet platform to exert communication power and influence, so as to achieve better promotion results. Tongzi County, Guizhou, can cooperate with universities, primary and secondary schools in the province to focus on the theme of research and tourism. Professional research supervisors and research courses can guide students to better understand and accept rural culture, and perceive the beautiful ecological environment and cultural characteristics of rural areas. Such a study tour program can meet the needs of the education market and make the scenic spot popular on weekdays. Tongzi County, Guizhou, can use the advantages of the Internet for marketing. Publish agricultural products and homestay reservations, rural tourism route reservation information, etc., share relevant travel guides, gourmet restaurant information, etc., get more praise, and promote the development of rural tourism. Publicity is carried out through various channels such as newspapers, television, and vehicle advertising slogans. For older tourists, they can take advantage of the number of homestays and rent them to migratory birds and the elderly, create a theme of elderly care and health, and attract more elderly people to come to the countryside for tourism.

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