

Study on sustainable development path of Gansu rural residential industry under the background of rural revitalization strategy

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Subject Name and Number: 2022 Gansu province higher education institution innovation fund program, Gansu Province, cultural and tourism integration perspective of sustainable development of home stay facility, 2022A-148

Abstract

After putting forward the development strategy of rural revitalization in China, rural tourism has been widely concerned by people. As the basic component of rural tourism industry, the quality and development characteristics of homestay industry have a profound impact on rural economic construction and development in China. After understanding the basic concept of rural homestay, based on the research on the construction and development benefits of rural tourism homestay in Gansu Province, this paper makes clear the effective path of sustainable development of rural homestay industry in Gansu province under the background of rural revitalization, in order to provide more opportunities and challenges for rural economic construction.

Keywords

rural revitalization; Gansu (Province); Rural accommodation industry; Sustainable development.

Homestay means that local residents use their homes to receive tourists and provide high-quality and high-level catering, accommodation and entertainment services for tourists. In the construction and development of modern society, rural homestay, as a basic part of China's rural tourism industry, can not only effectively solve the accommodation problem of rural tourism in China, but also allow more tourists to feel the local customs and customs, and truly appreciate the food culture and historical civilization of tourism areas. Therefore, under the background of rural revitalization, actively explore the sustainable development path of Gansu rural hostel industry, and gradually improve the development level of China's rural tourism industry, which can provide more help for the rural economic development of various regions.

1. Benefit analysis of rural tourism development in Gansu Province

Social residents, as carriers and stakeholders of rural tourism development and construction, play a certain role in promoting the development of the local tourism industry. In the context of rural revitalization, it is necessary to comprehensively consider community residents' awareness and understanding of the effects of rural tourism development [1] when discussing the sustainable development path of Gansu rural homesay industry. In the original study, after

considering the diversity and representativeness of the experimental analysis, the representative regions as shown in Table 1 were selected. After systematically collecting the data of rural tourism development and residents' perception in each region, random sampling was used to communicate with local residents.

Table 1 Experimental data

region	Chigou village	Boyu village	Zhagana village	Gaxiu village	Qianjia village	Zheqiao village
Altitude (m)	2100	2458	3000	3500	1850	1800
Population size (household)	254	193	196	391	476	685
Proportion of minority population (%)	0.4	80	100	100	6	78
Economic type	rural area	Farming-pastoral ecotone	Farming-pastoral ecotone	pasture land	rural area	rural area

The evaluation index system shown in Table 2 below is used for research and analysis, AHP fuzzy comprehensive evaluation method is selected to organically combine AHP and fuzzy comprehensive evaluation method, and spssau is used to calculate the scores of various criteria, so as to understand the overall perception of social residents on the five evaluation criteria, and make comparisons according to multiple dimensions such as region, income and occupation. So the evaluation difference of different types of residents can be judged. The final results show that Gansu Province focuses on the development of rural industry, personnel training, cultural ecology and other aspects, and gradually forms the goal of rural revitalization and development in practice and exploration, and the actual development results are very remarkable. From the perspective of the subjective perception of social residents, the most dissatisfied areas related to the development of rural tourism are mainly concentrated in rural governance and other aspects. Therefore, in order to better promote rural tourism and help the implementation of rural revitalization strategy, the sustainable development path of rural residential industry in the future should be accurately implemented according to local conditions.

Table 2 Evaluation index system

Evaluation target layer	Evaluation criterion layer	Evaluation factor layer
Rural Tourism Development Effect (E)	Industrial prosperity D1	The local economy continues to improve D11
		Local infrastructure is improving day by day D12
		Local shopping is becoming more and more convenient D13
		More and more employment opportunities D14
	Ecologically livable D2	Sustainable improvement of ecological environment D21
		The local living environment is getting better and better D22
		Rural landscape is becoming more and more beautiful D23

	Rural civilization D3	The quality of local residents is constantly improving D31
		Local social integrity is constantly improving D32
		Rural atmosphere is more civilized D33
		I live in harmony with residents of other nationalities D34
	Effective governance D4	Village affairs and finance are open and transparent D41
		The local security situation is good D42
		The two village committees can serve the people, Solve practical problems for villagers D43
		Have more say in the process of tourism development D44
	Living in affluence D5	Family income continues to rise D51
		The local people's livelihood security level is gradually improved D52
		The gap between urban and rural areas is gradually narrowing D53
		My family is happy and harmonious D54

2. Analysis of sustainable development path of Gansu rural hostel industry under the background of rural revitalization

2.1. Show the leading role of homestay construction

When developing the tourism industry in Gansu Province, it is necessary to make scientific planning according to its own characteristics and pay attention to improving the rationality and standardization of B&B construction [2]. On the one hand, each district should set up a scientific and standardized agricultural tourism economic development plan, systematically understand the local customs, scenic spots and industrial structure, determine the rural Duolo with development value and tourism value, deeply explore the cultural environment of these villages, and finally put forward a unified implementation plan to complete the construction of homesthouses. Ensure that the construction of homestays can promote and influence each other with local industries; On the other hand, all regions should determine the important and difficult points of the development of rural hostel industry, build advanced and representative demonstration villages, present a high-quality and high-level rural tourism system to all over the world, invest in the construction funds to achieve sustainable development, and promote the rapid development of other village hostel tourism. In this process, government departments should conduct effective assessment according to local B&B construction conditions, strictly restrict illegal B&B construction behaviors in accordance with

requirements, and pay attention to optimizing local rural tourism B&B construction management system, so as to attract more tourists to visit [3].

2.2. Reflect the regulatory role of government departments

The sustainable development of rural homestay industry in Gansu province not only needs the strong support of tourism management departments, but also needs to fully demonstrate the regulatory role of local government departments, timely detect and regulate unreasonable phenomena during the construction and management of homestay, so as to achieve sustainable development goals. On the one hand, with the steady development of rural homestay industry in Gansu province, the government supervision department should put forward standardized and effective legal provisions to ensure the orderly construction and management of homestay within the scope of legal provisions; On the other hand, it is necessary to formulate a standardized and perfect supervision process, pay attention to improving the comprehensive level of B&B construction and management, actively introduce advanced dormitory management experience, help local residents apply more theoretical knowledge during the semester, and finally create a B&B service system consistent with local culture [4]. In addition, since a series of environmental damage problems will occur during the construction and management of homestay, the local government should actively promote the concept of ecological civilization construction and enhance the environmental awareness of social residents through online platforms. Meanwhile, the regulatory department should focus on analyzing common problems in homestay construction to clarify the negative impact of uncivilized phenomena on the ecological environment. Focus on showing environmentally friendly homestay industry.

2.3. Improve the legal provisions for the construction of homestays

In order to ensure the sustainable development goal of Gansu rural B&B industry and comprehensively improve the construction level of rural B&B in China, China's rural construction should put forward a legal system consistent with local development according to relevant laws and regulations, and fully implement it in every rural scenic spots. The relevant departments should supervise and give feedback according to the laws and service requirements, systematically investigate the actual situation of local B&B construction and management, judge whether there are any bad behaviors such as violations of laws and regulations in B&B construction, correct the imperfect areas in time, focus on reporting and give priority to investment in B&B industry with outstanding performance, so as to encourage other regions to better build and optimize the B&B service system [5].

Conclusion

To sum up, in the context of the comprehensive implementation of the rural revitalization strategy, while focusing on the needs of rural economic development, China regards the construction of homestay and tourism innovation as the key to reform and development, not only to build a homestay service system with regional characteristics, but also to deeply explore the value of local tourism services and attract more tourists to visit and experience. In order to achieve the goal of sustainable development of rural B&B industry, Gansu Province should learn from the advanced B&B construction and management experience at home and

abroad on the basis of mastering the current status of tourism development. Only in this way can the development level of B&B tourism industry be gradually improved.

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