

## Organization Pattern of Rural Tourism Industry in Henan

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**Abstract:** Rural tourism has great potential, it covers a wide range of groups and market demands, with a strong driving ability. In the national market, rural tourism can not only enrich the regional tourism varieties, improve regional tourism competitiveness, and increase the income of farmers, while environmental protection can be achieved, carrying forward and inheriting the role of traditional folk culture. Therefore, vigorously developing rural tourism is of great theoretical and practical significance. This paper analyzes the organizational pattern of developing rural tourism industry in Henan Province, finds out the problems existing in various development patterns and puts forward the measures to optimize the organization pattern of rural tourism industry in Henan Province.

**Keywords:** Rural Tourism, organization pattern, optimization measures

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### I. INTRODUCTION

The No. 1 central document - Opinions on Deepening Supply-side Structural Reform in Agriculture and Accelerating the Cultivation of New Growth Engines in Agriculture and Rural Areas was issued on February 5, 2017, which is the 19th central No. 1 document guiding the “issues of agriculture, farmer and rural area” since the reform and opening up, also the 14th time focusing on the above issues consecutively since 2004. Rural tourism shows in central No. 1 document for the second time, from the development sense, the development of “issues of agriculture, farmer and rural area” expands the development space of rural tourism while providing support to the industry, ecology, property, environment and so on, pointing out the direction and path of the development of rural tourism.

### II. THE DEVELOPMENT STATUS OF RURAL TOURISM IN HENAN PROVINCE

Henan Province enjoys a vast rural area, a wealth of natural resources and deep cultural heritage, where the beautiful scenery lays a good foundation for carrying out rural leisure sightseeing and vacation, as well as for experiencing tourism activities. Accelerating the development of rural tourism is an important part of the construction of a new socialist countryside, an important way to coordinate urban and rural economic development and realize industrial linkage. It is an important starting point for adjusting and optimizing the rural industrial structure and

broadening the channels for increasing farmers' income. In this context, the provincial government office issued Notice of the Provincial People's Government of the People's Government of Henan Province on the Opinions of the Provincial Tourism Administration on Accelerating the Development of the Rural Tourism in 2013. Since then, rural tourism has been included in the ten people's livelihood projects in Henan Province for many years, Opinions on Accelerating the Development of Rural Tourism, Rural Tourism Development Plan for Henan Province and other documents were issued, and the leading role of policy was constantly strengthened. After recent years of rapid development, as of the end of 2016, the rural tourism of Henan Province continued to grow and develop, and achieved remarkable results. Today, Luoyang Luanchuan County, Jiaozuo Anshang Village, Xinxiang Guoliang Village, Xinyang Haotang Village have become famous tourism destinations. In 2016, tourism in Henan Province received 518 million tourists at home and abroad, the total tourism income tapped RMB 503.5 billion yuan. Of which rural tourism received a total of more than 90 million tourists, an increase of 13.3%, achieving tourism revenue of RMB 44.2 billion yuan, an increase of 14.7%. More than 1,000 poverty-stricken villages in the province have the conditions to develop rural tourism. It should be said that the tourism industry is one of the fastest growing industries in the province, becoming an absolute new force and reserve force for the development of regional tourism.

### III. THE STATUS QUO AND DEFICIENCIES OF THE ORGANIZATION PATTERN OF RURAL TOURISM INDUSTRY IN HENAN PROVINCE

At present, there are pros and cons of different organization patterns of rural tourism industry. As a large tourism province, especially Henan that is rich in rural tourism resources, it covers almost all kinds of patterns formed by the market. Specifically there are the following:

1) “Farmer household + farmer household” pattern, an initial rural tourism business pattern. In remote villages, farmers have concerns and resistance against rural tourism development by enterprises. They are reluctant to give limited funds or land to enterprises. However, with the success of demonstration households, farmers have also joined tourism receptions, and gradually formed a rural tourism development pattern of “farmer household + farmer household”. This pattern has less investment and effective effect, retaining most of the authentic rural culture, visitors can experience the most genuine local customs and culture by spending a small amount of money. However, the drawbacks are also obvious, including limited level of funds and management, small number of tourists, and relatively poor diet and accommodation conditions.

2) “Company + farmer household” pattern. That is, linking up big companies and small farmer households. This business pattern also appeared earlier and has played a positive role for the farmer household to avoid market risk and increase scale business income. This pattern participates in the business and management of the rural tourism through the absorption of farmer households. In the development of tourism resources, it makes full use of the farmer households’ idle assets and labor force, introduces advanced management, and regulates the tourism reception service to avoid damage to the tourists’ interest. But because the market relationship between the strength of the farmer households and the company is not completely equal, a slight care could expose its inherent flaws.

3) “Company + community + farmer household” pattern. This pattern is an extension of “company + farmer household” pattern. Communities or village committees build bridges, companies work with local communities, and then participate in rural tourism through community organizations. Generally companies do not cooperate with farmer households, they contact with the community, but the farmer households’ reception services, participation in tourism development will have to go through professional training by the companies. Relevant regulations must be developed to regulate farmer households’ behavior, ensure the quality of reception

services, protect the interests of the company, farmer household and tourists. Through the community link, this pattern facilitates the coordination and communication between the company and farmer household, helps to overcome the conflict arising from the distribution of benefits between the company and farmer household. At the same time, the community can also play a certain role in the supervision of the company to ensure the regular tourism and orderly development.

4) “Corporation” pattern. This pattern is characterized by high starting point, fast development and large scale. With correct ideas and advanced management philosophy, it is easy to turn rural tourism into a high level tourism project, and accelerate the development to a new level. But the opposite is true, the corporation pattern appeared in the early stages of the township tourism, with the farmer households’ attention and participation, corporate pattern found it hard to adapt to the development of rural tourism trends within a short time. Because as the main participant in the rural tourism, farmer households’ participation is greatly reduced, and their benefit can not be reflected. Public resources as the carrier of rural tourism are the basis for the development of rural tourism, and the benefits of these public resources should be owned by the farmer household. However, the corporation pattern makes most of the benefits occupied by the travel company, causing the local farmer household dissatisfied.

5) “Government + company + farmer household” pattern. From the current situation of rural tourism development, the essence of this pattern is “company + farmer household” under the guidance of the government. That is, in the development of the rural tourism, the county and township governments at all levels and the tourism authorities determine the development location, content and time according to market demand and the county tourism’s overall planning, and mobilize local villagers to join the development. Government and tourism authorities make the necessary guidance during the development process. The local villagers or villagers build farming tourism development limited liability companies with foreign investors, tourism management follows the operation of enterprises, profits are shared by the villagers (rural tourism resources owners) and foreign investors by a certain percentage. In addition, the villagers also obtain income through the provision of accommodation, catering and other services for tourists.

#### IV. OPTIMIZATION OF THE ORGANIZATION PATTERN OF RURAL TOURISM INDUSTRY IN HENAN PROVINCE

##### A. *To Achieve the Core Driving Force of Scenic spots*

The core scenic spot has a wide radiation around, it is an important impetus driving the development of rural tourism in surrounding countryside. First, to develop strategies suitable for the local tourism and to help rural areas with their advantages, and bring rural development into the tourism planning system, finding development opportunities from the prospects. Second, strengthen and rely on the scenic line connection, do a good job in infrastructure construction, improve the traffic accessibility of rural area and core scenic spots, integrate the village and scenic areas into the same tourist route, and link development. Complement each other in the content and functions to form functional complementation and reduce unnecessary competition consumption. Finally, with the implementation of the joint marketing and relying on scenic areas, actively participate in scenic marketing activities, improve publicity via popularity and reputation, creating a big regional tourism brand.

##### B. *To Minimize the Interests Imbalance Among the Main Stakeholders*

The important value of rural tourism lies in the attraction of rural folk customs to urban residents. Rural tourism is often involved in more residents' participation, so the distribution of benefits among development subjects such as government, enterprises, collectives and peasants is an important factor restricting the sustainable development of rural tourism. To minimize the interests imbalance among the main stakeholders, the key is the protection of the interests of rural residents. First, scenic spots must respect for local traditions and local residents' will. Second, the sound distribution mechanism, make clear rights and responsibilities and standardize the distribution of benefits system at the initial development, give full consideration to the interests of local residents. Correctly handle the relationship between tourists and residents, respect for the local residents' living habits. Finally, deal with the superposition between residents' living space and cultural display scenes, taking into account the protection of living space and facticity of cultural display, forming cultural and ecological internal balance.

##### C. *The Government Should be Properly Involved*

The development of rural tourism involves a wide range of aspects, it is a system project, one sector alone is difficult to promote the whole development. Party committees and governments at all levels should

take the rural tourism and tourism poverty alleviation work in an important position, establish and improve a rural tourism and tourism poverty alleviation work mechanism under the unified leadership and joint involvement of the relevant departments. Achieve co-management of tourism, poverty alleviation, development and reform, finance, transportation, construction, land, environmental protection and other departments. Make efforts to solve the planning docking, land security, administrative approval, financial support and other issues in tourism poverty alleviation, integrate financial support for agriculture, poverty alleviation, tourism development, traffic construction and other funds for infrastructure and tourism facilities in poverty-stricken areas, and improve the concentration and effectiveness of capital investment.

#### V. CONCLUSION

As a new industry, the tourism industry has made a great contribution to the comprehensive development of the economy after the reform and opening up. The rural tourism industry is a tourism project that has emerged and developed rapidly in recent years. It is not only enriching traveling, but also solving the problem of surplus labor and food and clothing for the vast rural farmer households. Some areas flourished from the rapid development of rural tourism. Therefore, the development of rural tourism is one of the important initiatives to promote rural industrial restructuring and solve the problem of rural poverty. In the process of developing rural tourism, it is necessary to take its essence and find a new pattern suitable for the local region and promote it. Instead of blindly imitating, investigation and analysis need to be carried out. Resources are the basis of tourism development, the market is the means of modern tourism development, and benefit is the ultimate purpose of tourism development. Tourism development should also strive for the strong support and cooperation of government departments and the masses, so as to strive for greater development.

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