The Rural Tourism Resources Evaluation and Product Development Research—A Case Study of Lanzhou

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\textbf{Abstract:} With the development of society and the rise of people’s living standard, the demand for people to return to nature is more and more intense. The development of the tourism meets a golden time. Rural tourism form abroad has reached an excellent development. Although rural tourism in China started relatively late, the development momentum is very strong. The text, taking Lanzhou as an example, is aiming to evaluate rural tourism resources and to study tourism products development.

\textbf{Introduction}

Rural tourism attracts many tourists with its unique style. At present, although rural tourism in our country developed to a certain extent, there are still certain gaps between China and rural tourism development level abroad. Rural tourism resources are rich in Lanzhou, and many tourism resources have advantageous geographical and environmental advantages. The text discusses rural tourism in Lanzhou, and puts forward the development of tourism products and marketing strategies.

\textbf{An Overview of the Rural Tourism Resources}

\textbf{The Meaning of the Rural Tourism Resources}

For the concept of rural tourism, many experts and scholars reach different view from different angles; there is still no unified and complete concept so far. Because of the concept of rural tourism involves the build of rural tourism theory system, so on the definition of the concept of rural tourism should be scientific.

Rural tourism is also known as the city agriculture, tourism agriculture, and so on. With the continuous research which experts and scholars at home and abroad do on the concept of rural tourism, people widely regard “rurality” as the characteristics of rural tourism. The appellation, rural tourism, is accepted by more and more people\cite{1}. Some experts are trying to define the concept of rural tourism from the perspective of region. In a broad sense, rural tourism refers to the cultural landscape and the natural landscape, which has certain tourism value and which exists outside the urban area and within the rural area; visitors are almost from the city\cite{2}. In a narrow sense, rural tourism is a tourism industry which is carried out with its own unique geographical and environmental advantages. The author summed up the following common points from many experts and scholars on the definition of rural tourism: 1. Tourism location is limited to rural areas; 2. The orientation of the tourist is the resident living in the city; 3. Tourism activities are the use of natural or cultural environment in rural areas for tourists to bring leisure, participation and other experience. It should be noted that there are many similarities between rural tourism and sightseeing agricultural tourism, but there are some differences between them, the relationship between the two is shown in figure 1.
Characteristics of Rural Tourism

The biggest characteristic of rural tourism is local. Urban residents, which live in heavy traffic for a long time, are yearning for rural quiet and natural. So comparing with rural residents, urban residents can find the charm of farmland lodges more easily. Therefore, in terms of the orientation of the tourist, rural tourism should pay more attention to the highly developed commercial metropolis, which are far from rural areas. Urban residents have little access to rural areas, so they are more yearning to pastoral scenery [3]. On the contrary, rural tourism is not attractive to people living in the urban and rural areas. Because of the geographical environment and climate in different regions, such as the mountain, hills, swamp, the sea, and so on, the rural tourism in different regions has different regional characteristics [4]. Rural tourism also has strong participation. Rural tourism can provide opportunities for tourists to close to the nature, let visitors truly experience the hardships of farmer labors through water planting, weeding, harvesting and other activities. Tourists enjoy the rural scenery while also purifying their own minds, enhance their ideological consciousness. With the development of rural tourism, rural tourism industry are welcome to the vast numbers of urban residents and students, which are flocking to experience rural farmers living and working environment; not only led to the development of local tourism, but also to enhance the income of rural residents[5].

The types of Rural Tourism

Because the natural environment, economic development, historical conditions and so on are not the same, so there are many kinds of rural tourism. According to the different tourism objects, the types of rural tourism can be divided into: 1. Pastoral type. It mainly takes agricultural production activities, agricultural life and cultural landscape and environment as the main tourism object. For example: apple orchard, peach orchard, sugarcane trees, vineyards, pastures, ponds and other places. Tourists can experience the Osprey fishing, fishing, and picking fruit fun in here. 2. Residence type. This form of tourism takes the type of residential houses and the distribution of the villages in the area as the main tourism object. There are mainly settlement landscape, rural dwellings, village hall and other architectural forms, such as rings, strip, punctate, tents, earthen, water village and caves and other settlements. 3. Compound type. As the name suggests, the object of this rural tourism includes a variety of content, such as: rural courtyard, cultural customs, ethnic customs, as well as the natural landscape, etc.

In accordance with the degree of dependence on resources and markets, rural tourism can be divided into: resource type, market type and intermediate type. Resource type is based on the higher degree of dependence on resources, the characteristics are more concentrated. Market type has higher requirements on rural tourism location, and it is more located in economically developed, densely populated, convenient traffic areas. The intermediate type can be divided into two different types. One is rich in resources and the market is narrow, the other is rich in resources and broad market. According to the distance between the cities, it also can be divided into: suburban type, remote and scenic spot.
The Development of Rural Tourism Resources

The Significance of Developing Rural Tourism Resources

Development of rural tourism has a strong practical significance. First, because the huge difference between the urban and rural makes rural tourism more and more prosperous, the development of rural tourism can strengthen ties between the rural and urban. Urban developers optimized the rural environment, enhanced the employment rate of rural and pushed forward rural economical development through the investment of the rural tourism resources[6]. Second, rural tourism can reduce the pressure of urban tourism and urban environment, improve the urban ecology, and increase the city tourist's travel options. Third, the first priority of the development of rural tourism is to solve the problem of local transport and accommodation, so the development of the tourism industry is good to improve all aspects of rural areas.

Principles of Developing Rural Tourism Resources

Tourism has strong dependence on the environment. If there is no limit to the amount of tourists to rural tourism, the ecological environment and service levels in rural areas will be affected. So we should develop tourism resources with the idea of sustainable development. Rural tourism is based on that people become tired of the city life, and that they desire to recover the original simplicity mentality and embrace nature. Country flavor is a major highlight of rural tourism, so excessive development of rural tourism resources is bound to be a departure from the road of eco-tourism farther and farther. The development of rural tourism projects cannot pursue foreign flavor, but should highlight the difference between local and other areas. So in the planning of rural tourism resources should adjust measures to local conditions, not simply imitate and copy the successful experience of other places [7].

Evaluation of Rural Tourism Resources

The evaluation of tourism resources is using a method to comprehensively evaluate tourism resources value and the condition of the development on regional, in the basis of the rational exploitation and protection of tourism resources. Thus, it will lay a good foundation for the development of tourism resources. In carrying out the evaluation of rural tourism resources, we must adhere to the following principles: (1) Static analysis and dynamic analysis must be effectively combined. Tourism industry involves many aspects, such as the main body of tourism, the object of tourism, the tourism media, etc. Therefore, in the evaluation, it must carry out dynamic analysis on the subject of tourism, tourism media, that is, rural tourism and rural tourism enterprises; it must carry out the static evaluation on the object of tourism, that is, rural tourism resources. Only in this way, the objectivity of the evaluation can be ensured. (2) Focusing on priority should effectively combine with comprehensive investigation. Rural tourism resources are very rich, and have diverse forms. In different periods, rural tourism resources have different attraction to tourists. In order to attract more tourists, therefore, within a specific time period, it should criticize and develop specific tourism resources. It gives full play to the advantages of rural tourism resources, reduces the waste of resources.

Rural Tourism Product Development

The Current Situation and Problems of Rural Tourism Product Development

Since ancient times, Lanzhou area is the gold line of leading to the western region; at present, it is an important transportation hub and tourist area. In the development of western region, Lanzhou is in the position of “zuo zhong si lian”, and its importance is evident. At present, Longhai, Lanxin, Lanqing and Baotou, these four railway lines intersect at Lanzhou, and with six national highway and six provincial highway interconnected, Lanzhou and neighboring areas traffic advantages are unparalleled[8]. In addition, Lanzhou has a large number of ethnic minorities, with a unique advantage in the development of rural tourism products. The development status and problems of rural tourism products in Lanzhou are analyzed below.
The rural tourism resources in Lanzhou and its surrounding areas are very rich, with the characteristics of the geographical location of scenic spots scattered and the scale of rural tourism small. Through the understanding of scenic spots of Lanzhou and its surrounding areas, there is a general analysis of the development status of rural tourism products in Lanzhou: First, the rural tourism in Lanzhou area is less, and the distribution is sporadic. Although the Lanzhou area of rural tourism resources is very rich, due to the relatively late development of Lanzhou area tourism industry, the development of rural tourism is not enough depth in many areas. Mostly rural tourism is simple "Nongjiale" restaurant or play mode mainly attached to larger Lanzhou scenic spots, and the distance between the various attractions of rural tourism is far. Second, Lanzhou area rural tourism model is numerous, but the village resort and leisure farm model is very rare, which only appears when the rural tourism develops to a certain scale and degree. It is worth mentioning that, Yuzhong County and Yongdeng County, which the degree of urbanization is not high, which the image of the country is strong, with rich rural tourism resources, are the important areas that develop rural tourism of Lanzhou area in future. Generally speaking, rural tourism in Lanzhou has great potential for development.

In recent years, the development of Lanzhou area special tourism projects is soon, such as: peach blossom viewing, the concert and calligraphy contest have slowly become the characteristics of rural tourism in Lanzhou area. But we must see, the cultural connotation of rural tourism in Lanzhou area mining depth is not enough, the level of tourism product design is relatively low. In the future, Lanzhou should give full play to the large number of local minority areas, actively explore various ethnic customs and culture and activities, and to promote the development of tourism industry in Lanzhou area. In addition, Lanzhou tourism marketing efforts have yet to be further strengthened.

**Rural Tourism Product Design**

Rural tourism projects have a relatively high degree of recognition among the masses. With the improvement of living standards of urban residents in Lanzhou, the desire to travel will be stronger and stronger. There is no doubt that rural area is their first choice, which is near the Lanzhou, and has convenient transportation. Faced with a large number of tourists, Lanzhou rural tourism product design should take into account the purpose of the tourists from all over the country to Lanzhou is not the same. So the rural tourism product design should be adapted to local conditions, highlight the local color and national color. Lanzhou area, the tourism products can be divided into: sightseeing, vacation travel, special tourism and so on. Agricultural resource in Lanzhou area is very rich, for some potential agricultural tourism resources’ development, the government of Lanzhou should increase the intensity of investment in hardware facilities, regularly hold agricultural products’ picking and tasting activities, enhance the savour of agricultural tourism resources[9]. The Yellow River water through the city, the Lanzhou area has the advantage of developing Water Park; Lanzhou can use this geographical advantage to establish a number of water resort, the Yellow River carp and other wild fish as a selling point. Lanzhou area is rich in forest resources; forest tourism projects can be establish in order to attract tourists with the unique topography and geomorphology of Lanzhou [10].

Lanzhou area rural tourism product design can be divided two types: core product design and auxiliary product design. Core product design should be based on ecological and agricultural sightseeing, also is to build beautiful rural scenery, and show up the traditional agriculture, thus attracting more tourists to Lanzhou. In the design of Lanzhou rural tourism products, we should pay attention to the effective combination of ecology and folk, which can meet the needs of vast number of visitors returning to nature, seeking the psychological of true self, and can promote Lanzhou rural tourism development better [11]. The design of ecological agriculture tourism can achieve the effective combination of tourism and agriculture and animal husbandry, which will be able to get a good operating result. Auxiliary product design is mainly on the purpose of improving the core product, that is to say, auxiliary product design is the concomitant of core product, for coordinating the core product. Therefore, The design of auxiliary product can start with food, housing,
transportation, travel, shopping, entertainment and other aspects, build a perfect system of the rural tourism products, achieve the market share of auxiliary products and core products; so that it can construct tourism atmosphere better, and enhance rural tourism image [12].

**Tourism Product Marketing Strategy**

Because rural tourism in Lanzhou started late, the marketing strategy of local tourism products still need to be improved. Specifically, the developer should take the following several tourism marketing strategies: First, the high speed skimming strategy. Using this strategy will increase the price of products. Developers invest huge sums of money for publicity and promotion; the purpose is to open the sales of tourism products and to achieve better market share. Second, the low speed skimming strategy. Under the premise of the high price of tourism products, Developers carry out promotional activities to rapidly achieve the purpose of occupation of the market with a low promotional expense. Third, the high speed penetration strategy. This strategy requires using the strategy with a low price of tourism products and higher promotional expense invested by developers. This strategy aims at relying on low prices to occupy the market, so that developers can get the biggest profit by selling. Forth, the low speed penetration strategy. This strategy adopt low price of tourism products, and developers put into lower promotional costs. The purpose of using this strategy is to make the market to accept new products as soon as possible by low price of tourism products, and the developers obtain as much profit as possible at the same time.

According to the characteristics of rural tourism resources in Lanzhou region, the author believes that Lanzhou rural tourism should focus on the use of the high speed penetration strategy and the low speed penetration strategy to win at low price and high quality.

**Summary**

Lanzhou area has rich tourism resources, which should increase the investment of tourism resources and publicity marketing force. It should improve quality of local tourism resources and service quality, and pay attention to the development trend of the tourism market at the same time. Do our best to introduce the successful tourism model of other areas, to transform in accordance with the actual situation in Lanzhou, and to create a unique rural tourism product that belongs to Lanzhou. At present, the evaluation and product development of rural tourism resources in China is still in its infancy. Therefore, we should strengthen the research on rural tourism resources evaluation and product development, and lay a good foundation for the steady development of rural tourism in China. From the perspective of rural tourism resources, the text detailed analyse rural tourism resources development theory and the significance of the development, and the principle of development. On the basis of this, the paper introduces the evaluation of rural tourism resources. Meanwhile taking Lanzhou as an example, the text analyzes the problems existing in the development of rural tourism products, puts forward the design of rural tourism products and the marketing strategy of tourism products, hope to provide a reference for China's rural tourism development.

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**Reference**


