Rural Tourism Driving and Development Based on Liaoning Province's Own Characteristics

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Abstract: Rural tourism is a recreational way and tourism activity relying on villages. It develops with the development of urbanization and industrialization. In recent years, with the rapid development of social modernization, rural tourism in Liaoning Province has been greatly developed. The construction of rural tourism-driven new rural model must be carried out in rural areas which are rich in tourism resources.

1. Introduction
Travel demand and tourism supply to promote the formation of a rural tourism. After the State Council listed the "Issues Concerning Agriculture, Rural Areas and Farmers" as a key development strategy in 2004, rural tourism has become one of the important measures to solve the "Three Rural Issues." It has been widely recognized by the people and supported by the state. Under such a prospect, the development of rural tourism in Liaoning has made gratifying achievements and has also become the focus on attention to the country. This paper mainly analyzes the driving and development of rural tourism based on Liaoning Province's own characteristics and aims to provide some suggestions for the development of rural tourism in China.

2. Development of Rural Tourism in Liaoning Province
Liaoning Province, as one of the three northeastern provinces, not only has a large number of ethnic minorities gathering here, forming a distinctive national culture with unique folk customs. There are also a variety of landform forms, including terrestrial oceans, mountains and rivers, and abundant tourism resources. And 70% of the province's tourism resources in Liaoning Province are in rural areas. The development of rural tourism resources in Liaoning Province is very impressive [1]. Rural tourism in Liaoning province dates back from to the 1880s at the earliest, when rural tourism did not develop. Most of the time, people would take the time to go outing, hiking and sightseeing in their spare time. Until 2004, after the " Three Rural Issues " was listed as a key development strategy by the State Council, rural tourism in Liaoning Province was one of the important measures of " solving the three rural issues " by the local government and was widely recognized by the people and the national key support. Further improvement in policies, promotion of rural tourism and people's income, rural poverty reduction and organic adjustment of agricultural institutions are the requirements of "Opinions on Innovative Mechanism to Promote Poverty Alleviation and Development Work in Rural Areas". It is planned that by 2020, 15 rural tourism features and 3 million rural tourism households will be formed across the country, with a return of 50 million people. Each year, 2 million poor households will drive rural tourism out of poverty. Liaoning Province, one of the key tourism projects is the development of rural tourism, and rural tourism to stimulate rural economic development and promote the revitalization of northeast old industrial base has an important role in promoting.

3. Driving Factors of Rural Development in Liaoning Province
The rapid development of rural tourism in Liaoning is influenced by internal and external factors.
3.1 Internal Factors
The internal factors that rural tourism itself factors, this factor mainly includes tourism resources, infrastructure, management mechanisms, is a controllable factor. The study points out that the overall layout of rural tourism development in Liaoning is a combination of point, line and surface, and its superior geographical conditions provide a guarantee of the development of rural tourism in Liaoning Province. And for most people, travel is for leisure and entertainment, in their leisure time enjoy the magnificent rivers and mountains of the motherland. When people choose to travel, they are more willing to go to the area with convenient transportation and better service facilities. Looking at the relatively complete rural infrastructure in Liaoning Province, Renren and Kuandian Manchu Autonomous County, Gaizhou and other places, its convenient transportation and numerous tourists, making the tourism industry has a lot of room for development. All the above practices and theories show that the improvement of basic tourism facilities in the region is a prerequisite for the development of rural tourism.

3.2 External Factors
This factor is not within the scope of the new village tourism, including government policies, the overall atmosphere, is uncontrollable. For example, government supports policies, the National Tourism Administration and the Bureau of Agriculture in order to promote the all-round development of rural tourism, from 2010 onwards, the annual selection of rural tourism demonstration sites. This policy has greatly encouraged the rural tourism in Liaoning Province. The local residents responded positively to the national policies, vigorously developed rural tourism and devoted themselves to the development of local special tourism in order to promote the economic development in the entire region and effectively promote Economic Transformation of Northeast Old Industrial Base. By 2016, rural tourism will pay more attention to the quality of development. In the work deployment, the core of the people-enriching project will be established as rural tourism. The government also made corresponding encouragement and support to make Liaoning rural tourism develop soundly and quickly.

4. Strategy of Rural Tourism Development in Liaoning Province
In recent years, the development of ditch tourism and hot spring tourism in Liaoning province has been well developed. Coupled with the original Dalian seaside brand and Shenyang Qing culture brand of Liaoning tourism, the tourism industry in Liaoning Province has distinctive characteristics and stands out in the tourism industry across the country. The fly in the ointment is that there are some problems to be solved in the development of rural tourism in Liaoning, including macro and micro aspects. The superior geographical conditions of rural tourism in Liaoning bring its development as well as the natural factors that cannot be controlled by the geography itself. For example, the climate change makes the rural tourism products seasonal obviously and the differences in economic level lead to the unbalanced development of rural tourism. In response to these issues, rural tourism in Liaoning Province should take into account many factors, combined with the consumer level of visitors to develop relevant development programs.

4.1 Increase Publicity Efforts, Develop Specialty Products
Rural tourism in the development processes needs to comply with the development of contemporary society, taking into account the needs of the market and people's consumption nowadays, so that local characteristics fully reflected on the scenic spot, to play the advantages of rural tourism. For example, the tourism and leisure goods in the coastal area of Liaoning Province is represented by "Fisherman's Music ", and the tourism development should focus on publicizing the fisherman's leisure products and combining the ecological tourism with the tourism with local characteristics. Another example is the Liaodong region is a settlement of ethnic minorities, should focus on the development of ethnic minorities culture, mining the rich connotation of national culture, to show visitors the unique charm of the ancient town. And with the advent of economic globalization, the
online media has also been an unprecedented development, the development of rural tourism can make use of radio stations, major travel sites, newspapers, magazines and other platforms vigorously promote the local tourism and specialty products, expanding the scope of marketing activities, access to a larger source market.

4.2 Reasonable Layout of the Tourist Area
In the process of development, rural tourism is affected by such factors as infrastructure, geographical location and economic level. Therefore, it is necessary to clarify the characteristic scenic spots on all regions and to rationally layout tourist areas. For example, cities in Shenyang and Dalian are generally more urban tourists. Taking this characteristic, we can plan more in terms of policies and funds. For the imperfect infrastructure in western Liaoning, focus on the development of its beautiful natural landscape, and take the strategy of sustainable development, simultaneous development of resources and infrastructure, the tourism infrastructure as the current key projects to transform rural tourism households Rooms, the construction of transport roads, water and electricity and communications and so on. To ensure that tourists come to rural areas to enjoy the best service, but also to deeply experience the development and improvement in rural tourism. This one by one the development of local attractions, not only focus on the original ecological rural construction, but also promote the harmonious development of rural tourism in Liaoning.

4.3 Highlight the Advantages of Liaoning’s Traditional Culture and Establish a Unified Management System
In the development of rural tourism, we should highlight the unique traditional culture advantages of the villages and wrap the traditional techniques of local flavor, such as dress, diet, song and dance, architecture and other design to highlight the country-specific culture. As far as possible reflect the unique cultural features of Liaoning Province and local customs to meet the tourist understanding of cross-cultural differences, so that tourists feel the uniqueness of rural tourism. On the other hand, we should also establish a unified management mechanism, relying on government supports, re-planning tourism development programs, the former " monomer " to " scale " transformation, product type to " personalized " direction, but also pay attention talent training, regular training of staff in tourist areas, improve service quality, regulate tourism service facilities.

5. Conclusion
In summary, this paper analyzes the driving and development of rural tourism based on Liaoning Province's own characteristics. First of all, it expatiates on the development of rural tourism in Liaoning Province. It is learned that the development of rural tourism in Liaoning has been developing rapidly in 10 years. But also has some limitations in the process of its development. Secondly, it starts from two aspects of rural tourism in Liaoning and external factors, and further analyzes the driving forces of rural development. Finally, it talks about the characteristics of Liaoning Province to build rural tourism. There is no doubt that the various factors of tourism development restrict each other and restrict each other. Therefore, in the course of the development of rural tourism, we should consider various factors and formulate plans suitable for our own development so as to promote a better rural tourism in Liaoning development, and ultimately hope that the research in this article can bring some reference suggestions to the relevant workers.

References