Rural Revitalization and Industrial Tourism Development Research—Taking the Liquor Industry in Renhuai City as an Example

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ABSTRACT

In recent years, industrial tourism has become a unique and beautiful landscape in the tourism industry. At present, the relevant conditions for the development of industrial tourism are not mature enough to meet the needs of the tourism market, therefore, accelerating the development of industrial tourism has become an urgent problem to be solved. To solve those problems, it is necessary to combine the overall background of “revitalization of rural areas”. We can start from developing industrial tourism industry, cultivating talents for ecological construction, organizing construction, etc. Improving and accelerating the development and improvement of industrial tourism according to the actual situations, and finally we will promote sustainable development of industrial tourism.¹

KEYWORDS

Rural revitalization, industry tourism, revitalization, liquor industry.

REVIEWOFRELATED RESEARCH

Industrial tourism is different from other types of sightseeing tourism, it pays more attention to the overall development model, industrial relevance, and the interactions between industry and enterprises. The development model of industrial tourism include Yanting Qiu, Guixia Wang (2007) Scenic area-led, product direct sales, government-led, industrial enterprises plus tourism company model.[1] Bin Zheng, Jaming Liu, Zhaoping Yang (2009) think that we can adopt different

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characteristics according to different types of enterprise resources. And they have summarized four industrial tourism development models, which include museum, sightseeing experience, park integration and regional joint mode.[2] Industrial relevance of industrial tourism: Baoheng Wang (2003) proposed that industrial tourism can optimize resource allocation, improve management level, increase efficiency and play an important role in the promotion of enterprise management experience, besides, it can improve the structure of tourism products and promote the development of tourism economy. [3]Chengwu Wang, Jianfe Nan and Lili Zhao (2010) mentioned that industrial tourism was formed by combining the characteristics of the secondary and tertiary industries. This combination is conducive to the coordination of symbiosis between the two sides, and it also can promote the construction of urban human settlements and alleviate the stress of urban employment and enhance the image of cities.[4]

The above scholars have carried out in-depth analysis from the aspects of industrial tourism development mode and industrial relevance, and they analyzed the problems and current situation of industrial tourism that exist in various places and even the whole country. They also proposed countermeasures to promote development, which provided references for the development of industrial tourism, but the above Scholars did not mention how to make industrial tourism cater to rural revitalization and how to make it become a green industry, efficient industry, and sustainable development industry. The purpose of this paper is to analyze the shortcomings of industrial tourism in Renhuai City under the overall background of rural revitalization and propose related countermeasures, then, combine both advantages to achieve sustainable development in the process of rural revitalization.

THERELATIONSHIPBETWEENRURALREVITALIZATIONANDINDUSTRIALTURISM

Industrial tourism boosts rural revitalization. The most important part of rural revitalization is the prosperity of industry. Industrial tourism takes industrial resources as tourism resources, meets the needs of tourists, improves the comprehensive benefits of enterprises, and extends the industrial and commercial chain from the front and back. It is a new kind of industry tourism which integrates leisure and knowledge when the business is in a good operation. Enterprises can achieve a stable situation of economic development by having good business conditions, organizational management, management talents, brand characteristics, etc. This relatively stable situation is beneficial to the rural revitalization. It can develop the industry better and faster on the basis of the original, gradually improve the social and ecological environment, establish a civilized rural style and effectively manage the countryside. It is gradually enhanced in the aspects of industrial development, improving residents' income and happiness, etc. And which eventually can achieve mutual prosperity. Rural revitalization and industrial tourism develop together. At present, rural areas still have many problems such as uneven
development, insufficient development, and obvious dual structure, etc. However, rural areas are indispensable parts of the national development. Rural revitalization is proposed to solve the problem of “agriculture, rural areas and farmers” and improving the scissors gap between rural and urban development, injecting momentum into poverty alleviation and rural development. Rural revitalization provides protection for industrial tourism, and industrial tourism provides power for rural revitalization, just like the steering wheel and an engine in a car. The steering wheel of rural revitalization can master the trend of industrial development, and the engine of industrial tourism also can provide power and control speed for rural revitalization. They cooperate with each other to make the rural economy go further.

THE DEVELOPMENT HISTORY AND PROBLEMS OF INDUSTRIAL TOURISM IN RENHUAI CITY

The Industrial Tourism Development Process in Renhuai City

Industrial tourism is a kind of characteristic tourism derived from the combination of tourism and industry. It shows the construction, production and technological process of the enterprise to tourists, which can make tourists and visitors experience personally and strengthen their impression in the process of participation. Maotai Town is the most typical place for the development of industrial tourism in Renhuai City. Maotai Town was once an important channel for Sichuan Salt to enter Guizhou province. The economy was relatively developed at that time. Guizhou province produced salt by itself in the 1950s and ended the history of “SiChuan Salt enters into Guizhou province”. The history of Moutai, which is flourished by the salt industry, and the wine industry has grown stronger since then. At early 1995, Renhuai built a group of wine culture landmarks, such as the National Wine Gate Scenic Area, the Scenic Area of Maotai Red Army who crossing Chishui for four times, and the National Wine Culture City. This is the beginning of industrial tourism in the city. In 2005, Guizhou Maotai Distillery was taken into “the Second Batch of National Industrial Tourism Demonstration Sites”, therefore, the industrial tourism has reached a new level. In 2013, 10 sites including the old site of burning house and the ancient well of Yangliuwan which constitutes the “Moutai Wine Industry Heritage Group” were announced by the State Council as “the seventh batch of the national most important heritage site under state protection.” In 2017, Guizhou Province clearly stated that the Maotai National Wine Tourism Resources are core attractions and must actively promote construction of the world famous wine culture tourism belt, and then, creating the world-class tourism attractions and international brands.[5]

Industrial tourism is different from other types of tourism. The development depends more on the operation status of the main enterprises. If the business is well managed, its influence and popularity is also high, then, the industrial tourism will have great potential market. The dual combination of industry and tourism can
achieve a "win-win situation" between industry and tourism. Industrial enterprises can get much broader space for the development with tourism activities and tourism can also expand its markets with the advantages of industry. This inter-combination promotion and developing the tourism industry by combining a serious of policies have become more and more common and has achieved success in some way.

**Problems in the Current Stage of Industrial Tourism in Renhuai City**

**UNBALANCED AND INADEQUATE INDUSTRIAL DEVELOPMENT**

Renhuai City is the original place of Maotai Liquor. The liquor industry occupies the main position of Renhuai city’s economic development. In recent years, tourism has become a new economic growth point in Renhuai City. But as lacking of additional industries related to wine and special products, it’s unable to incite consumption and develop a more efficient additional economy. Tourists not only need spiritual enjoyment, but also want to get local characteristics as souvenirs. Therefore, additional products are particularly important, which can bring economic income, publicity, repeat customers and so on. The production and development of additional products related to wine in this city are still blank. There are many problems in the development of the industry. First, this kind of monopolization situation has caused other industries to lose confidence and even close down. Second, the talents of the liquor industry are getting together, who are beyond the markets’ requirements, but the supply of other industries is insufficient. This situation forms a deformed dislocation of labor demand. It aggravates the imbalance between industry and urban and rural development, the space for efficiency growth is relatively narrow and the stability of its development is poor.

**PERFECT INFRASTRUCTURE CONSTRUCTION, EASY ACCESSIBILITY AND POOR PARTICIPATION**

Infrastructure construction is the foundation of a society's survival and development, it’s also the external conditions for industrial tourism to survive and deepen its development. Tourism basic service facilities that are under investment will influence the reception capacity. The relatively lagging infrastructure has objectively restricted the development of industrial tourism in Renhuai City. First, the construction of public transportation network is imperfect, the travel congestion, the bus facilities are not matched, tourism accessibility is poor, and the number of visitors is in a small scale. The second is that the construction of the hotel industry is relatively backward compared with the economically developed areas. The number of hotels is small, the hotel infrastructure is imperfect, the reception conditions are poor, the hotel grade structure and geographical location are unreasonable, etc. These situations are all current problems. The third is that the tourist infrastructure and service reception facilities of the scenic spots are backward, which is unable to provide high-quality services for tourists and cannot reach an effective supply.
LACK OF TOURISM TALENT

Under the background of rapid development of tourism economy, regional competitiveness has increased, and talent competition is the core content. Talent is a resource and a guarantee for the development of tourism. It is short of tourism talents in the primary stage of industrial tourism in Renhuai City, on the one hand, Some high-end tourism projects require professional personnel to ensure that the implementation is valuable, completed and in-depth, but local employees cannot accurately express their connotations. On the other hand, the industrial tourism has technical and professional characteristics, which also make the development of tourism depend more on professional and artistic combination of the relevant tourism operators and commentators. So, insufficient talents for urbanization development, and brain drain are all reasons for lacking of industrial talents.

COUNTER MEASURES FOR THE DEVELOPMENT OF INDUSTRIAL TOURISM IN REBHUAI CITY UNDER THE BACKGROUND OF RURAL REVITALIZATION

Optimize and Coordinate the Industrial Structure Layout and Promote Industrial Revitalization

Insufficiency and imbalance are the main problems of social development, and it is also an urgent problem to be solved in the development of industrial tourism industry. First of all, revitalizing the industry, the development of the industry requires cooperation. Maotai enterprise should be lead hundreds of liquor companies in Renhuai City to integrate and plan together to form a stable social and ecological environment and a profound cultural environment. Secondly, increasing the effective supply of tourism and develop more distinctive tourist attractions, such as showing some parts of the production line that do not involve internal secrets to tourists, and increasing tourists’ participation. Developing additional industries can increase additional benefits, for example, opening series of wine-making, wine bottle production, and sales concepts evaluation. The winners’ works can be exhibited and collected. Industrial tourism enterprises can accumulate cultural connotations and gradually form tourism attractions. The government and enterprises should coordinate and communicate in the process of industrial tourism development, and plan to form a stable development situation jointly. They also can encourage other industries such as three-dimensional agriculture and coal industry to join the industrial tourism industry, which can form an industrial corridor to display the upstream manufacturing of wine and downstream sales.
Improve Tourism Infrastructure and Complete Ecological Revitalization

Infrastructure is the basic carrier for the industry to grow and develop. It is also the basic element that must be possessed in the rural revitalization and development. Only with perfect infrastructure, enterprises can concentrate on developing the industry. In view of the imperfect industrial tourism infrastructure of Renhuai City, which results in poor accessibility and insufficient tourism participation, the following improvements are proposed: (1) Improving taxis and sightseeing vehicles on the basis of existing air traffic and passenger transport. What’s more, the government should improve regulations on the solicitation of taxis, buses and private cars, increase the railway and form an orderly transportation system and ecological transportation. (2) Strengthening the establishment of tourist reception facilities and service facilities, increasing the construction of hotels, travel agencies, restaurants, tourist vehicles, etc., or renovating these constructions better to meet the needs of tourists; hiring senior management personnel who are proficient in multilingual tourism services to receive international tourists. Through which, an ecological society can be built. (3) The reception capacity of infrastructure in the scenic spots should be improved. The government can encourage the capital of enterprises to participate in the construction of tourism infrastructure, trying to form a two-pronged situation. The tourism infrastructure must be established and make sure to reach high quality standards, which can withstand some unexpected situations that tourists may experience in the process of participation. Finally, increasing the carrying capacity of tourism.

Implementing A Strong Talent Journey And Realizing Talent Revitalization

Talents are primary resource for a long-term development of industrial tourism. Industrial tourism service personnel not only need to have knowledge of tourism services, but also have to master professional knowledge of tourism, in order to convey the idea of industrial tourism better and more accurately. In the context of rural revitalization, talents can be cultivated from the following aspects: (1) Establish relevant tourism training institutions and set up tourism courses, which can be started from students’ enrollment, curriculum setting, establishing a two-way system, teacher development and school-enterprise cooperation. Besides, establish a pilot program for tourism talents, which can check whether the profession is counter or not, and through this way, the misplacement of work and demand can be reduced in a great extent, then, the situation of lacking of tourist talents in this city can also be alleviated and employment can be improved. (2) With the rapid changes on the demand of tourism talents in the information economic development enterprises, the demand for talents has become increasingly prominent, especially for the new media marketing, personalized customization, smart landscape construction and management, and composite talents in industrial tourism.
CONCLUSIONS

Industrial tourism promotes the development of rural economy and society in a great extent. Tourism, as a major industry in the revitalization of rural areas, plays a major role in improving infrastructure, optimizing industrial structure, increasing farmers' income, and coordinating urban and rural development. It provides an effective way to implement the strategy of “rural revitalization”. While industrial tourism is developing rapidly, there are also many problems that need to be solved urgently, such as unbalanced industrial development, inadequate infrastructure, imperfect infrastructure construction, poor accessibility, poor participation, lacking of tourism talents, etc. Under the guidance of the rural revitalization strategy, we will optimize the coordination of industrial structure, promote industrial revitalization, improve tourism infrastructure, complete ecological revitalization, implement talent brigade, realize talent revitalization, and make industrial tourism move toward high quality, precise evolution. And finally the city can realize industrial development, talent revitalization, and increase the income of local people to reach the overall goal of living prosperity.

REFERENCES