Analysis on the Interactive Development Model of the New Countryside Construction and Rural Ecotourism

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Abstract.

This paper presents the interactive development model of the new countryside construction and rural ecotourism. The author thinks that, to correctly and fully grasp the concept of rural tourism, rural tourism must be established, the concept of system, and build the concept of rural tourism system no one has been studied. This article tries from the connotation of the related concept of the rural tourism and the level of the rural tourism, tourist market positioning, the development of rural tourism and consumer guide to build the concept of the rural tourism system. Additionally, the development of eco-tourism can reduce the negative impact on the environment, but also bring the economic benefits to the local people and increase the income of the people in the region.

Keywords: Interactive Development, New Countryside, Rural Ecotourism

Introduction

On the definition of rural tourism, domestic and foreign scholars conducted in-depth study, but now is still different opinions, no agreement. Reich says that "rural tourism should take place in rural areas, based on the special appearance of the rural world, small scale of operation, open space and the sustainable development based on the type of tourism".

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Our country village eco-tourism research begins in at the beginning of for the 21st century, the start is late, so far as specially and the comprehensive deep person's research is few. The existing literature mainly is to the village eco-tourism concept, the development significance, the plan design method, development value aspect and so on qualitative appraisal research that has neglected the eco-tourism and the village traveling effective gambling union aspect research mostly also on thanks the village traveling very much exterior efficiency and not efficient effective coordination provides the effective behavior decision-making suggestion. The author thinks that, to correctly and fully grasp the concept of rural tourism, rural tourism must be established, the concept of system, and build the concept of rural tourism system no one has been studied. This article tries from the connotation of the related concept of the rural tourism and the level of the rural tourism, tourist market positioning, the development of rural tourism and consumer guide to build the concept of rural tourism system.

The Proposed Research

Ecological Tourism. Ecological tourism in the 1980s, in a short span of less than 30 years that has attracted the attaches great importance to and obtained the rapid development of all countries, it has become an important turning point of world tourism development. Looked from the present West various countries development eco-tourism practice, although the modern eco-tourism development insufficiently is also mature, but it as a whole development tendency is good while the prospect is extremely considerable. The eco-tourism achievement plants the emerging traveling form and its development time is very short, as therefore is at present imperfect about its accurate concept, the different researcher the duty, the form of action
which from the eco-tourism development targets, the development condition, the function and the principle as well as the tourist should undertake and so on embarks, but has the different understanding and the definition, but summarizes says, thought the eco-tourism is one kind take the good ecological environment as a foundation to take the ecology thought as the design basis, in order to the tourist achieved enjoys the environment, the understanding environment and the protection environment for the goal traveling form [1-3].

This also is the eco-tourism is different place of with the common nature sightseeing tour. There are several levels of ecology: behavioral ecology, economic ecology and social ecology. Therefore, "eco-tourism" can be understood as "on the basis of the certain rules, emphasizing the interaction between the subject and the environment of tourism activities." This reflects the understanding of that several elements framework of the general concept of ecotourism: one is the subject of participation, including the participation of who he is, and what purpose and motivation for their participation in the two environment, that is; what is the scope of the development of ecological tourism; three is in between the subject and the environment according to the relationship between deposit, including participation in the main body and the environment which principles should be followed and how to ensure the interdependent relations and the dependency relation between them. Based on this, we propose the following suggestions as the guidance.

- The development of eco-tourism can reduce the negative impact on the environment, but also bring economic benefits to the local people and increase the income of the people in the region. It is an effective way to gradually eliminate poverty and improve the living standard of the people and strengthen the ecological environment protection and construction [4].

- Principle of rational consumption. This principle requires people to tourism development and tourism activities in the consumption is reasonable that cannot blindly advocate the so-called "high consumption should not only emphasize the rationality of the people needs no harm on the tourism resources and environment, but also to contain and against demand for tourism resources and harmful to the environment of the unreasonable demand, as much as possible to make the tourism development and the consumer behavior or not to undermine the biosphere of dynamic cycle, in human system and natural system gradually formed between main loop.

- With the improvement of the people's cultural quality and as the growing awareness of the environment, when the tourists away from the city's tears and the hustle and bustle, exposure to the picturesque scenery, fresh mountains and valleys, enjoy the nature of peace and the harmony, but also involved To the protection of nature in the actual action, from the nature of understanding the ecological system structure, function and human inseparable relationship, thereby enhancing people's sense of responsibility to protect the natural environment, to then protect the ecological environment to make their own efforts. Ecotourists will not only bring economic benefits to the local people, but also directly or indirectly contribute to the research and protection of the region [5-6].
The New Rural Construction Concept. The construction of new countryside involves economic, political, cultural and social aspects. It is a very complicated system project. The construction goal includes both a beautiful living environment and a long-lasting production development and a healthy and democratic social life. At the same time, the new rural construction is a long historical process, with arduous and complex. Overall, we must understand profoundly and the accurate assurance new rural reconstruction 20 character policy can construct in no way the new countryside to understand simply for constructs the new village needs to grasp the new rural reconstruction comprehensively the content, the goal, the duty and the local reality which clears off the mentality, seeks the disparity, the science localization, the prominent point of application that looks for the accurate foothold that can formulate the plan. A nowadays countryside set has not consummated the socialized service system, the farmer is unable the condition which is separated from me to serve in vain.

Not only as the matter stands the farmer cannot obtain the high quality socialized service, while moreover has also wasted the massive countryside society capital cabinet does not favor the village life condition the improvement and the new countryside construction for solved this kind of present situation to provide the core possibility. The new countryside possibly effectively collection and the conformity countryside manpower, the physical resource, the financial resource resources, serve for the countryside socialization provide the material safeguard as the new countryside also may from aspects and so on propaganda, education, training carry on the cultural exaggeration to the farmer, serves for the countryside socialization lays the cultural base, through the new rural reconstruction, and may enhance the agricultural productive forces effectively, increases the farmer to receive, the prosperous rural economy that promotes the countryside service industry development like this then realizes the countryside each society matter development realizes assorted through the marketability movement can melt the service function from the listed perspectives.

- Due to the backwardness of rural economic development, farmers' cultural level is limited as farmers of the cultural acceptance and feedback of information and content can only be compatible with its own cultural level that is adapted to local rural social economic foundation. Intricate culture is difficult to make farmers understand accepted,
and easy to understand, as popular culture form is farmers willing to accept, there is an obvious visual rural culture.

- The countryside culture form multiplicity is the objective existence. Each culture all is produces in the specific geographical environment and the general specific crowd with the development, as a result of the life style, the value system, the religious belief, the craft skill, the traditional custom and so on the difference that causes the different region, the different national countryside culture form multiplicity to be unavoidable.

- To a certain extent, the value and the way of thinking formed by the farmers around the land, as determine the farmers to accept new things with new concepts of passivity and lag.

**Countryside Tour Suggestions.** Rural tourism is the core of rural tourism products, which is based on the landscape, rural culture or agricultural activities of the reclamation area, which is based on the rural agricultural landscape belt, agricultural activities and folk activities which are different from the urban and scenic tourist areas. (Rural tourism attractiveness is a system that includes rural tourism products, resources, rural tourism related facilities, rural tourism information and marketing and even rural tourists themselves and other factors). Its specific elements include: the country to the reception and the country holiday custom services, with the rural tourism and rural landscape culture knowledge and experience, farming activities, experience, etc. In the early stage of the rural tourism development is mainly manifested as the core content of the product domain, also is the main object of rural tourism experience for our rural tourists and content, as well as rural tourism as a substitute for traditional tourism product identification characteristics and reasons. For this, we propose the following suggestions for the further construction.

- The village of strict protection does not mean on the rural landscape and culture should be retained completely that is a kind of traditional village, abandon the backward, superstition activities, inheriting the excellent folk culture village. To the ancient village overall protection, timely repair of the old buildings and the cultural relics, strengthen publicity and education to local residents, improve the national culture and tourism resources protection awareness, in order to maintain the traditional classical rural image in people's minds.

- Because the rural residents themselves not only constitute an inseparable part of rural tourism resources, more importantly, they are the traditional carrier of rural culture. Through the rural tourism organization to ensure that rural residents to participate in tourism, benefit the right to travel, committed to the development of the rural tourism industry and the extension of the industrial chain, to strengthen the rural tourism as the link of the rural three production of the efficient integration, and fully improve the rural residents With the spirit of living standards.
The full display village traveling returns nurturing to that parents the function to the village construction, leads the village infrastructure by essential village traveling the consummation, through the village traveling big multiplicator effect, draws the village the economy, social and the environment full scale development, enhances the village inhabitant's happy index, molds “the village to accommodate diligently neatly, the environment is exquisite, the local custom civilization and the characteristic is rich” the modern village image, for the village sustainable development specially the village traveling sustainable development provides the resources support which continues.

Conclusion

This paper proposes the interactive development model of the new countryside construction and rural ecotourism. Ecotourism is based on the concept of sustainable development proposed a strong way to protect the color of tourism can effectively compensate for the drawbacks of simple rural tourism, so a new type of tourism activities, a rural eco-tourism will become the promotion of China's new rural An effective way of building. Rural eco-tourism is a kind of coordinated tourism activity in the background of the vigorous development of the traditional rural tourism and the global ecological environment protection boom. In the future, we will apply the proposed system into the application to enhance the performance of countryside construction pattern.

Reference