

Exploring the Conditions and Development Strategies of Developing Rural Tourism Market—Take Wanshan Town of Tongren as an Example

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Abstracts

With the orderly promotion of the rural revitalization strategy, solving the problems of "agriculture, rural areas and farmers" has become the top priority of the national work, and how to develop and solve the problems of "agriculture, rural areas and farmers" has become the focus of the current period of time. The local nature, short distance and sustainable development of rural tourism are undoubtedly the breakthrough to solve the problem of "three rural areas". Through SWOT analysis and questionnaire survey, this paper understands the tourism market situation of Wanshan Town of Tongren, and proposes from the government, industry associations, enterprises and other aspects to "strengthen government guidance and seek common industrial planning; Strengthen industry leadership, build industry norms; Strengthen the participation of enterprises, create new achievements in tourism "three aspects of development.

Keywords: Rural Tourism; Characteristics of Home Stay Facility; Development of a Home Stay Facility

Introduction

After the building of a well-off society in an all-round way, the rural revitalization strategy followed by rural tourism has become the focus of rural work, and rural tourism has gradually become the most effective way to achieve rural revitalization. However, at present, most domestic research on rural tourism is carried out from the perspective of tourists, and there is still a lack of multi-angle research. Based on this, this paper conducts in-depth exploration and research from multiple perspectives. According to the query of the macroeconomic database of Guizhou Province, in 2021, the number of tourists in Guizhou province totaled 644 million, with a total tourism revenue of 664.216 billion yuan. Rural tourism and red tourism have become hot words. At the same time, "travel, entertainment, shopping, eating, living and traveling" also developed rapidly, among which the B&B industry developed the most rapidly. According to the data of Guizhou Tourism Bureau, the total number of B&B inns in the province was about 15,000, which increased by nearly five times in three years. Therefore, rural tourism + B&B model gradually developed. Taking Wanshan Cinusha ancient Town scenic spot in Tongren as an example, this paper explores a new model of homestay helping rural red tourism, and proposes a new model of homestay development of "farmers + associations + enterprises", which aims to achieve a new path of basic co-construction, co-management and sharing of results, hoping to study and promote the integrated development of red rural tourism and homestay, and further promote rural

revitalization.

Research Objectives

The purpose of this study is to understand the demand and willingness of tourists and farmers for tourist attractions, and to analyze the exploitable conditions of tourist attractions through exploratory research. The questionnaire was designed and analyzed by spss software in order to achieve the following two purposes:

(1) Problems existing in the development of rural tourism in Wanshan Town of Tongren were identified through field interviews and questionnaire analysis.

(2) Find out the powerful conditions and development direction of rural tourism in Wanshan Town of Tongren City through interviews and field investigations.

Literature Review

1. Rural tourism concept research

According to the study of Xue Rui and Yan Jingjuan (2021), rural tourism refers to tourism activities occurring in rural areas. Relying on rural natural and cultural resources as tourism attractions, rural tourism is a form of tourism with the highest degree of integration with agricultural industry and the closest connection with rural space. Ivona Antonietta (2021 : 16) considers rural tourism as an economic activity with potential social, economic and environmental impacts, highly dependent on the local characteristics of a region, which has the potential to stimulate the rural economy and have a positive impact on agricultural income.

2. Study on the relationship between homestay and rural tourism

Zhang Jing (2021) believes that homestay industry is born in line with the booming development of rural tourism, and the homestay industry and rural tourism are mutually reinforcing, co-existing and co-thriving. KUO F and KUO C(2012) believe that tourists who are keen on eco-tourism are more likely to choose home-stay tourism, because the data shows that the education level and age of the tourists are very similar. Yuan Guohong (2014) believes that tourism should be regarded as a system with responsibility as the center. Tourism stakeholders such as tourists, investors, developers, operators, shareholders, employees, local residents and tourism authorities should all undertake corresponding tasks and measure their input and output. Kan Jingtian & Xia Cuiping (2021) mentioned in their study the pain points and blocking points of cultural tourism, such as weak talent support, insufficient spatial development of new business forms and insufficient exploitation of spatial advantages. Insufficient development and utilization of cultural resources and weak impetus for innovation and development. Liang Wangbing & Zhang Xinyue (2019) mentioned in their research that the restrictive factors of cultural tourism development include imperfect system and mechanism, lagging development concept management, serious homogenization, unbalanced regional development and so on. The unsustainability mentioned by Yang Chunbai (2020) mainly includes lack of planning, unreasonable fragmentation of development and lack of cultural connotation. Zhang Pengfei (2022) mentioned in his study on the impact of rural tourism project development on rural economy that the experience of famous and popular culture should be improved in promoting rural tourism, and rural tourism projects should inherit and protect traditional folk culture.

By analyzing and sorting out the status quo of rural tourism research at home and abroad, the relevant factors of rural tourism restriction and promotion are understood, as shown in Figure 1.

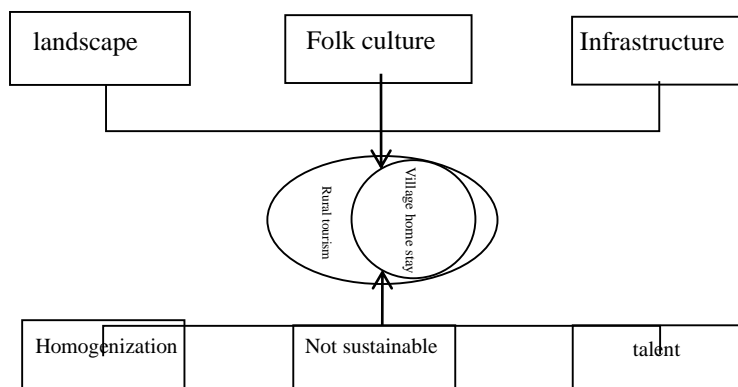


Figure 1. Promotion and Restriction of rural tourism development

The development of rural tourism is promoted by scenic spots, folk culture and infrastructure, while the attraction of landscape is divided into human landscape and natural landscape. Infrastructure includes hardware facilities and software facilities, among which hardware facilities are tangible facilities such as network, electricity and roads, while software facilities include services, institutions and systems. The factors restricting the development of rural tourism are homogeneity, the unsustainable development of scenic spots, talent constraints and so on.

Research Methods

(1) Literature research method

Through interviews with tourism practitioners, local residents and personnel from government functional departments in Wanshan District of Tongren, problems existing in the development of rural tourism in Wanshan district of Tongren are sorted out and then systematically analyzed.

(2) Questionnaire survey

Through the combination of network questionnaire and on-site questionnaire, information about the background, preferences and forms of tourism of rural tourism customer groups in Wanshan Town of Tongren was collected. spss software was used to analyze the collected data and problems, and relevant theories were combined to conduct targeted market analysis, providing a basis for the formulation of subsequent marketing strategies.

(3) SWOT analysis

Analyze the advantages, disadvantages, opportunities and challenges of Tongren's rural tourism development, analyze the interests, and design the preliminary development direction.

Results of the Study

1. SWOT analysis of tourism development of Wanshan Town in Tongren

1.1 Advantages

Environmental advantages. Wanshan District is located in karst karst region, charming landscape style, rich and unique tourism resources, belongs to the subtropical humid monsoon

climate zone. Located high, surrounded by mountains, cool summer, long winter and short autumn, abundant rainfall, water and heat characteristics of the same season. Cultural advantage. Wanshan District is the birthplace of Chinese cinnabar culture, Wanshan town is the most abundant cinnabar mineral treasure, as early as the Qin and Han dynasties, the working people in the black mining cinnabar, cinnabar culture has been widely used in religion, medicine, fine arts, chemical industry and other fields, red tourism culture flavor. Wanshan District is an ethnic minority area with rich folk culture. Typical examples include gong of Deng (teng), Dong Xiao Ge, Dong Guo She, Dong Xiao Nian, and Dong Jingzhe Festival. Location advantage. Wanshan Town is located in the northeast of Guizhou Province, in the Wanshan District of Tongren City. The transportation network is increasingly perfect, convenient and convenient. Wanshan District is 5 kilometers away from Tongren Railway Station (high-speed railway station). Tongren South High-speed Railway Station 30 km, Xinhua West high-speed Railway Station 19 km, Huaihua City, Hunan 110 km, Tongren Fenghuang Airport 25 km, Zhijiang Airport 73 km, Guiyang Longdongbao Airport 280 km. Wanshan Town is 350 kilometers away from Guiyang City, with Tongda Expressway, Hangzhou-Rui Expressway, Shanghai-Kunming Examination Highway and Yutongsong Expressway (under construction) passing through the city. It is 9 kilometers away from Zhusha Town high-speed Railway station of Tongyu Railway and 30 kilometers away from Tongren South high-speed Railway Station. Tongyu Intercity Railway passes through Wanshan.

1.2 Disadvantages

The scenic area is not attractive enough. There are almost no cultural facilities in the scenic area, and cultural activities are not developed enough. They only rely on red tourism resources to attract tourists. The infrastructure is inadequate. It is unable to accommodate large-scale overnight tour groups and overnight tourists, and there is no home accommodation industry. Wanshan Town's infrastructure is not perfect enough, its rules and regulations have not been formed, and its structure has not been set up, which affects the potential of tourism development.

1.3 Opportunities

Policy opportunities. The state, province and city have issued a series of documents supporting rural tourism. It is mentioned in the "14th Five-Year Plan" Tourism Development Plan of Tongren City that the "14th Five-Year Plan" period adheres to the concept of "culture enabling tourism and tourism revitalizing the countryside", focuses on ecology, production and life, and realizes the compound functions of rural ecological agriculture, leisure tourism and pastoral residence through the joint development of agriculture, processing industry and service industry. By 2025, there will be more than 2 beautiful villages in China, and 600 B&Bs, inns and farmhouse houses above standard level in the city. The epidemic is getting better. In accordance with the requirements of the latest national policy on COVID-19, the tourism and catering industry will be gradually restored. Rural tourism is favored. Weekend tourism, nearby tourism has gradually become a popular form of tourism for young people. Rural tourism is suitable for nature, relaxation and large market space.

1.4 Challenges

Compared with the surrounding tourism competitiveness is not strong. Wanshan Town is still short of rural tourism reputation, and there is a big gap between it and Fanjing Mountain, a 5A scenic spot only 80 kilometers away. Characteristic tourism is not novel enough. Although rural tourism in Wanshan Town has certain characteristics, it has not been fully developed. At present, there is only a certain popularity of cinnabar culture mining cave, and

there is no in-depth mining of tourism culture, relatively single tourism resources.

2. Analysis of questionnaire data

The survey lasted 50 days from April 1, 2022 to May 20, 2022. In the form of on-site distribution, a total of 329 questionnaires were sent out (including 212 questionnaires for tourists and 117 questionnaires for housing), and 329 valid questionnaires were all collected, with a recovery rate of 100% and an effective rate of 100%.

The 329 questionnaires were distributed in three main ways: first, 15 paper questionnaires were distributed randomly at the gate of Zhu Sha Ancient Town in Wanshan Town, 15 were taken back, and 147 electronic questionnaires were distributed, totaling 162. Secondly, 87 electronic questionnaires were randomly distributed in one street at that time. Finally, 80 electronic questionnaires were randomly distributed in Wanshan Mercury Mine Industrial Heritage Museum. (See Table 1)

Table 1 Questionnaire data analysis table

The questionnaire type	Number of samples issued	Recall of sample The number of	Recovery rate	Efficiency rate
electron ic The question naire	314	314	100%	100%
paper The question naire	15	15	100%	100%

2.1 Analysis of reliability

For reliability test, Cronbach α coefficient is the longest reliability test method used. α coefficient, if the value is higher than 0.8, it indicates high reliability; If the value is between 0.7 and 0.8, the reliability is good. If the value is between 0.6 and 0.7, the reliability is acceptable. As can be seen from the questionnaire analysis table in Table 2, the reliability coefficient of the questionnaire is 0.716, greater than 0.7, indicating that the reliability quality of the research data is good.

Table 2 Questionnaire data analysis table

Cronbach reliability analysis			
number	Sample size	Cronbach α coefficient	.
58	329		0.716

2.2 Age

According to the statistical analysis of the data, it can be seen that most of them are minors who travel with their parents and their economic autonomy is not strong. According to statistics, the proportion of people aged 18-44 is 70.76%, which indicates that the tourism project of Wanshan Town is not attractive. On the opposite side, the development of rural tourism B&B has obvious advantages. (See Table 3)

Table 3 Questionnaire data analysis table

The serial number	Structure of age	The frequency of	Ratio (%)	Cumulative percentage
1	Under 18 years	9	4.25	4.25
2	At the age of	75	35.38	39.63
3	23-44	75	35.38	75.01
4	45-59	26	12.26	87.26
5	Over 60 years	27	12.74	100.00
A combined		212	100.00	

2.3 Career

According to the statistical results, 59 students, accounting for 27.83%, are the largest group of tourists in the ancient town. From the overall distribution of occupation types, except for the student group, the proportion of other occupation personnel is relatively balanced, indicating that the ancient town tourism has no obvious difference in occupation, and the development of rural tourism should be diversified in levels and types.

Table 4 Analysis of tourist occupation types in ancient towns

The serial number	professional	The frequency of	Ratio (%)	Cumulative percentage
1	students	59	27.83	27.83
2	Personnel of government organs and public	29	13.68	41.51
3	Enterprise	43	20.28	61.79

4	Self-employed	34	16.04	77.83
5	Freelance work	25	11.79	89.62
6	Retired	22	10.38	100.00
A combined		212	100.00	

2.4 Monthly income

According to the statistical results, the main tourism projects and corresponding service facilities of the ancient town are not built specifically for the high-end population, and the facilities and scenic spots are suitable for the groups of all income levels, revealing that they are not attractive to the high-consumption population, and there are still deficiencies in the development of boutique tourism.

Table 5 Analysis of tourists' monthly income in ancient towns

The serial number	Monthly income	The frequency of	Ratio (%)	Cumulative percentage
1	<2000 yuan	50	23.58	23.58
2	2000-4000	24	11.32	34.9
3	4001-6000	60	28.3	63.2
4	6001-8000	36	16.98	80.18
5	8001-10000	21	9.91	90.09
6	>10000	21	9.91	100.00
A combined		212	100.00	

2.5 Place of origin

This questionnaire survey is based on 8 regions and 1 other tourist source region. According to the statistical results, the number of tourists in various regions shows that except the number of tourists in Wanshan Town of Tongren, the distribution of tourists in other regions is relatively balanced, and there is no obvious regional difference in the sources of tourists. Tourists from outside the province account for a relatively small number, and most of them are tourists from the city, indicating that the popularity of tourism is still lacking.

Table 6 Analysis of tourist sources of ancient towns

The serial number	Place of origin	The frequency of	Ratio (%)	Cumulative percentage
1	hunan	12	5.66	5.66
2	chongqing	12	5.66	11.32
3	guangxi	30	14.15	25.47
4	sichuan	24	11.32	36.79
5	guiyang	32	15.09	51.88
6	Tongren other	56	26.42	78.3
7	Man Shan	24	11.32	89.62
8	Wanshan town	5	2.36	91.98
9	other	17	8.02	100.00
A combined		212	100.00	

2.6 Sources of information

According to the statistical results of the data (Figure 2), it indicates that tourist attractions should improve the tourism quality and service so as to improve tourists' sense of experience, achieve a good reputation and make tourists pass on the word of mouth. Traditional media accounts for 14.62%, which is also in line with the development trend of smart tourism in the current Internet era. But according to the actual understanding, Guzhen is still in the early stage of construction in terms of network marketing, and there is still a great space for development.

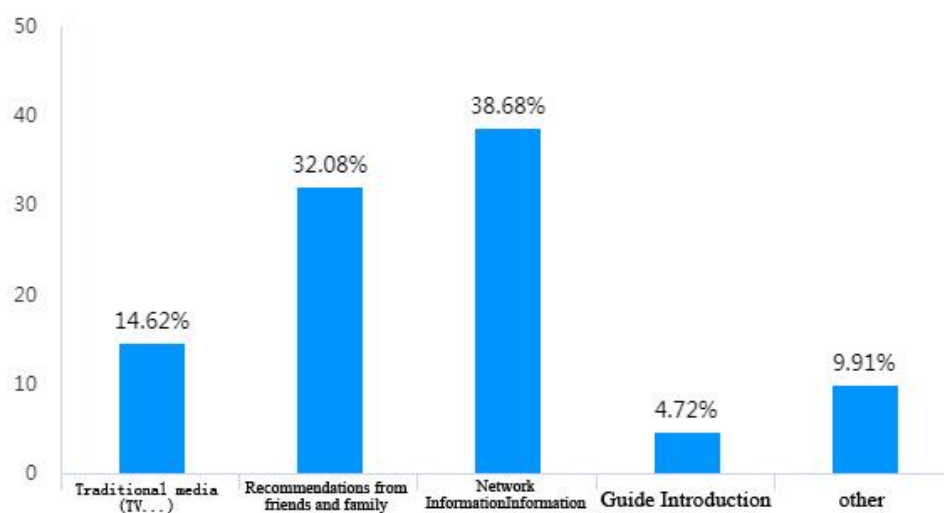


Figure 2 Analysis of sources of tourist information acquisition.

Tourist transportation

Through the analysis of tourists' travel vehicles, the spatial layout of scenic spots and the improvement of tourists' convenient travel are of great help, which can improve tourists' sense of travel experience. According to the survey statistics (FIG. 3), the parking lot of the scenic spot should be rationally arranged and enough parking lot should be set up, which puts forward better requirements for traffic.

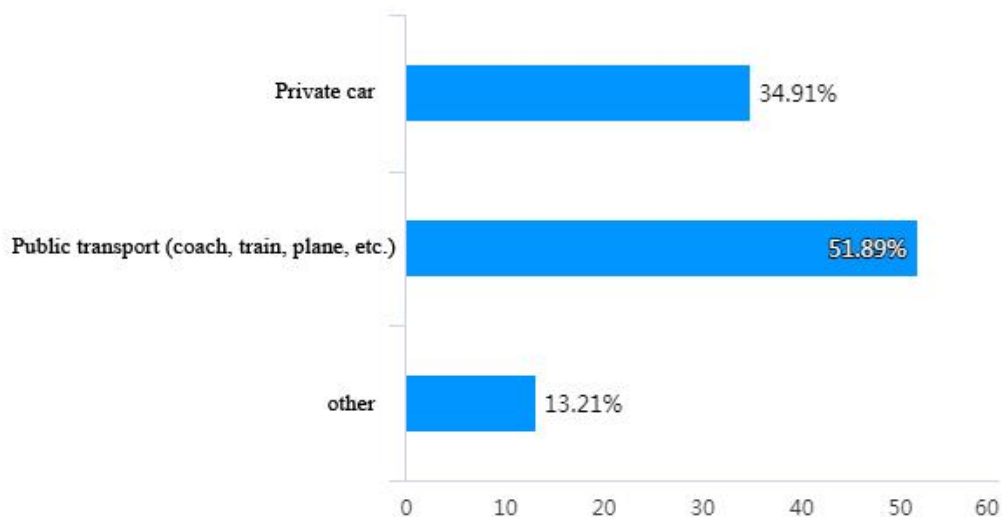


Figure 3 Analysis of tourist transportation

Room type selection

According to the results shown in Figure 3, the proportion of tourists in families is higher. Through the selection analysis of room types of different income groups (Figure 4), it shows that middle-income families are more willing to choose affordable room accommodation.

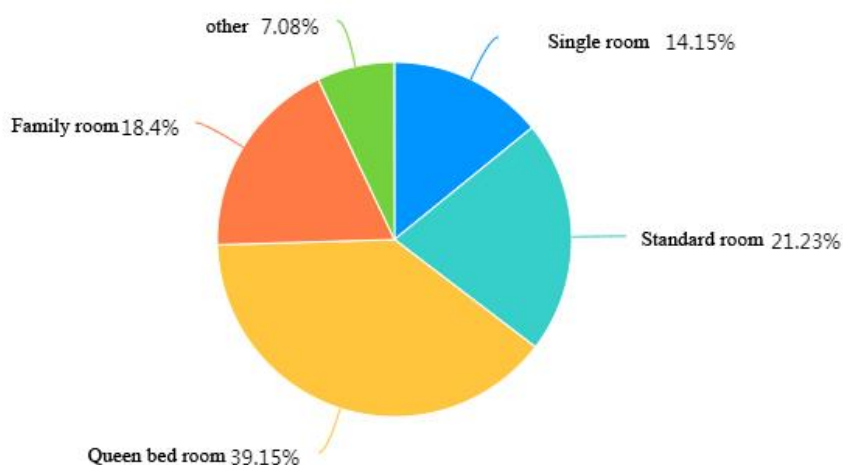


Figure 4 Analysis of tourists' room type selection

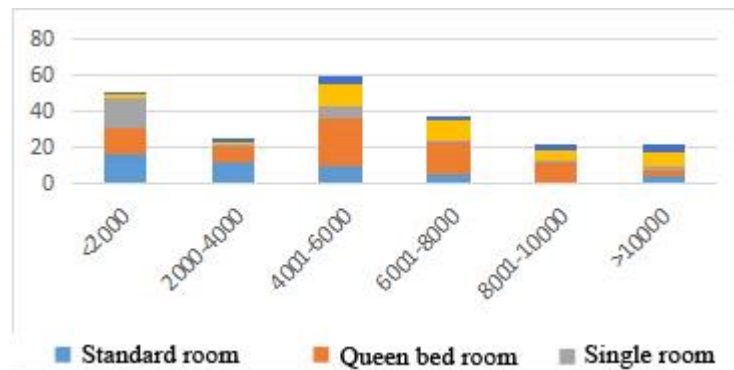


Figure 5 Analysis of room type choice of different income groups

3. Analysis of reasons why residents are reluctant to operate B&Bs

According to the results of problems faced by residents in B&B operation (see Figure 5), there is still a lack of government support. 14% of households said they were not familiar with the policies and regulations. In particular, the relevant policies to support rural tourism issued at present are not clear, and the restriction of regulations will encounter various obstacles in the early stage of operation, resulting in operating losses. Government support is not enough. It is understood that there is a big difference between households' interests in B&B development, independent development and enterprise development. As developers do not get timely compensation for occupying farmland of households, households do not support and occupy part of the land.

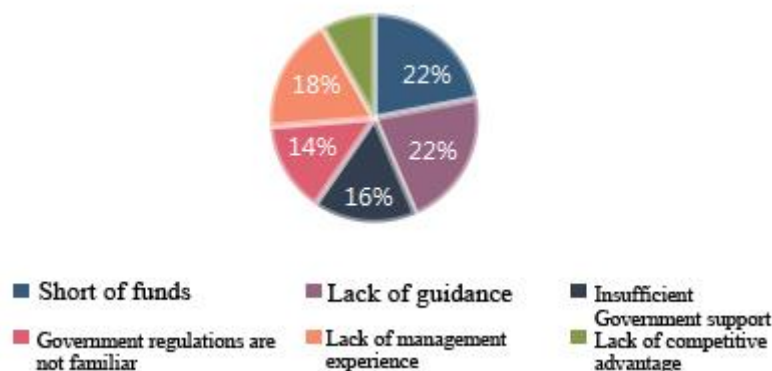


Figure 6 Analysis of problems faced by household B&B operation

4. Credibility analysis of government departments

The author visited tourism departments in Tongren City and Wanshan District, interviewed tourism service workers, and sorted out the relevant feasibility basis of government departments.

First of all, I learned from the official website of Tongren Municipal government that the development of home lodging industry is basically mentioned in Tongren's tourism development planning. On January 18, 2022, the "14th Five-Year Plan" for the Development of Culture, sports, Radio, Film and Tourism of Tongren City was released. By 2025, there will be more than two beautiful villages in the country, and 600 B&Bs, inns and farmyards above

standard grade in the city.

Secondly, in terms of the development direction of homestays, it is known that there are only a handful of high-end homestays in Wanshan District, but such so-called high-end homestays are closer to theme hotels, and their prices and specifications make ordinary tourists prohibitively afraid. The obvious mistake in the development of B&Bs in ancient towns is to pursue high-end atmosphere and ignore the meaning of B&Bs themselves. After visiting the households, it is found that there are a large number of workers' housing in the ancient town, which were built in the 1970s and 1980s, with a strong sense of The Times. All the households have gone out or moved, and the houses are idle at present, which is an ideal housing source for the development of characteristic homestays.

Finally, in terms of policy support, the government proposed to accelerate the B&B construction, promote the centralized protection and utilization of demonstration cluster areas, and create boutique B&B traditional villages. But compared with other tourism products, its support is relatively low, and there are no detailed incentive measures.

5. Feasibility analysis of other organizations

Through field visits and interviews with government tourism service staff, we learned that Wanshan District has no B&B related industry association. This research focuses on ancient town tourism, so we found the direct management and service agencies of ancient town, Guizhou Tongren Cinnabar Ancient Town Tourism Development Co., LTD., and Jiangxi Shangrao Jiyang Industrial Group, and focused on the accommodation information of ancient town.

As far as we know, neither of these two companies have official websites at present, and the main way to release accommodation information to tourists is mobile network platform and traditional media. In the aspect of scenic spot promotion, they all rely on the network platform for publicity, without their own publicity platform. There is no information about the front desk for consultation. Service management enterprises are the direct providers of tourism publicity and services in ancient town, and the sustainable development of B&Bs in ancient town needs their guidance and recommendation. From the current point of view, the publicity work is not in place.

6. Study the conceptual framework

According to the framework of literature analysis, there are landscape, folk culture and infrastructure to promote rural tourism. The factors restricting the development of rural tourism are homogeneity, the unsustainable development of scenic spots, talent constraints and so on.

The problems facing Tongren Wanshan Town are as follows: 1. Landscape, mainly natural landscape, very few cultural landscape, lack of development of natural landscape, relatively single, attractive. 2. In terms of folk culture, it is not enough to excavate, and a variety of Dong characteristic culture cannot be reflected in the scenic spot, failing to integrate the culture into rural tourism. 3. In terms of infrastructure, there is basically no infrastructure for overnight tourists, the development of B&Bs lags behind, the system and mechanism are not perfect, and the publicity system basically fails to play a role in the development of the scenic spot. 4. In terms of the unsustainability of the scenic spot, the planning of the scenic spot is unreasonable and the characteristic resources are idle, which fails to actively mobilize the enthusiasm of the residents of the scenic spot to participate in rural tourism. 5. Through the questionnaire and household analysis, we know that there are certain prerequisites for the development of homestay in Wanshan Town of Tongren.

Conclusion

1. Strengthen government guidance and seek common industrial planning

1.1 Improve supporting policies

Although Tongren Municipal government and Wanshan District government have issued some policies and norms for the B&B industry, from the perspective of the current development of B&B in Wanshan District, the management and service norms have not been issued yet. According to the unique cultural background of Wanshan District, it is necessary to issue the Classification and Evaluation of Service Quality of Rural Tourism Inn in Wanshan District to classify the B&B in Wanshan District into different levels. It provides the basic layout conditions for the development of B&B multi-level, diversified and multi-layout in the future.

1.2 Improving infrastructure

The garbage disposal and sewage pipeline construction of Zhusha Guzhen Town in Wanshan Town of Tongren is still relatively backward. The government can seize the policies of small town construction and beautiful countryside construction, and use the special funds to improve the efficiency of rural environment improvement and solve the fundamental problems of garbage and sewage discharge. Through the time when a street has a large number of idle houses, create the grand situation of workers' mining families in the time, take workers' families as the theme to deeply explore the red culture, and integrate the red culture into the development of boutique B&Bs, so that tourists can experience the cultural atmosphere in the time. Fully excavate Dong characteristic culture, integrate Dong culture into experiential tourism, increase night cultural activities, create a good night cultural atmosphere, and provide guarantee for the development of homestay.

1.3 Optimize the tourism layout and improve the management level

The most important thing for homestay is to rely on the original resources, and Cinnabar ancient Town in Wanshan Town of Tongren is to use mining caves to dig red culture and build an experiential model of rural tourism. Therefore, ecological protection cannot be ignored while developing. The government departments should strictly stop illegal construction, sewage waste carelessly placed, mining into caves and other activities, and intensify the crackdown, so as not to destroy the wheel of development because of immediate interests. Homestay development and planning is a systematic project, and sameness is a major drawback of the current development of homestay, while personalized development is the most effective means to eliminate homogenization. For young people, especially those in cities, who are curious about handicrafts and earth-colored decorations in rural areas, B&Bs with craft experience as the theme can be launched. And for the government organs, enterprises and public institutions can introduce the characteristics of red education as the main body. Government departments should fully consider the purpose of regional planning characteristic group development when planning in the early stage.

2 Strengthen industry leadership and build industry norms

2.1 The establishment of trade associations to guide and coordinate development

As the saying goes, "the government guides the industry to guide the participation of enterprises". In the process of civil dormitory management, the most serious problems in the development of B&B are selfishness and malicious competition. If a corresponding industry association can be established to guide and coordinate the development of B&B industry, a mutually beneficial and win-win symbiotic environment is bound to be formed. Of course, the most important factor is that it can become a platform for

tourists to complain or give back information, timely resolving conflicts and improving tourists' satisfaction.

2.2 Improve the level of industry management personnel

As the saying goes, "the iron needs to be hard," without a high level of management, where to high efficiency returns. Through relevant competent departments or B&B industry associations actively introduce sales experts, full-time dormitory administrators, designers, etc., to lay a solid foundation for B&B development. Improve the homestay industry training mechanism, relevant industry authorities take the lead in inviting experienced homestay developers or university professors to conduct systematic training for hostel administrators, improve the soft power of homestay. Explore the home-stay industry talent certification mechanism, according to the experience of Wanshan to formulate certification standards according to local conditions, implement the "certification upgrade", "certification downgrade", assessment reward and punishment mechanism, improve the enthusiasm of managers.

3 Strengthen the participation of enterprises to create new achievements in tourism

3.1 Customized to create a personalized atmosphere

With the development of The Times, the pursuit of novelty and difference has become a "trend" under the public's vision. In the tourism industry, popular services can no longer meet the expectations of tourists, and more tourists prefer to pursue personalized services. Through the investigation of the ancient town, the accommodation services in the town are much the same and have no characteristics. Accommodation practitioners in ancient towns have prominent problems such as inadequate grasp of tourists' needs, insufficient market segmentation and unclear market determination. If we want to change this situation, we must determine the target market, grasp the needs of tourists, find out the characteristics of the demand of tourists in the target market, and provide characteristic personalized services. The primary function of a B&B is accommodation, and the most comfortable place is home. The most significant difference between B&B and hotel is that B&B should be a living place full of family atmosphere. Family atmosphere is an important reason why most tourists choose B&B. Therefore, in the process of B&B development, we should pay attention to the creation of family atmosphere. We should start from the mentality of B&B practitioners. "A visitor is a guest" should be the motto of every B&B practitioner. We should abandon the understanding of interests and receive friends from the heart, rather than the object of interests.

3.2 Multi-channel publicity and promotion

Network information media, such as microblog, wechat, Douyin and other new media, have gained a large number of users since their development. Customers can learn about homestay through the network, and homestay practitioners can communicate with customers through the network to achieve sales, membership management, room information release and other functions on the network. As the saying goes, "a single thread does not make a thread, a single tree does not make a forest." In the current fierce competition in the B&B market, B&B industry should see this point. Only through joint development, group development can improve the overall competitiveness.

Discussion

Rural tourism is basically in the initial stage in Tongren, and there are few rural B&Bs, so there are many cases that can be collected and used for reference.

In addition, due to the impact of the epidemic, the number of questionnaires is limited, the personnel is relatively controlled, the proportion of foreign tourists and tourists from other provinces in the scenic spot is relatively low, and the young tourists are more willing to accept questionnaires when the scenic spot issues questionnaires, so the statistical data may have defects in the region and age structure.

In future exploration, we should expand the scope of samples and study the development of rural B&B products in multiple regions in more depth and detail. Improve and optimize the questionnaire content, increase the number of questionnaires issued, expand the scope of questionnaires, ensure the scientific data of the questionnaire, and then draw inspiration from the practical application to the development of rural tourism products in Tongren Wanshan Town, break the bottleneck of rural tourism development, promote the scientific and sustainable development of rural B&Bs.

Conclusions and Recommendations

Based on the theory of sustainable development and brand effect, this paper analyzes a large number of data through consulting the macroeconomic database, literature and field interviews of Guizhou Province, and draws the following conclusions:

(1) Wanshan Town of Tongren has made some achievements in the development of rural tourism, but it also faces the lack of natural landscape development, single scenic spots and weak attraction. The folk culture has not been fully explored, the lack of reflection in rural tourism, the lagged development of B&Bs, the imperfect system and mechanism, the unreasonable planning of scenic spots, the idle characteristic resources, and the failure to actively mobilize the enthusiasm of residents to participate in rural tourism and other problems.

(2) There are certain basic conditions for the development of rural tourism in Wanshan Town of Tongren, but there are not many scenic spots to attract tourists. Therefore, we should strengthen the planning of scenic spots, excavate the characteristic culture of scenic spots, develop cultural tourism at night, and then retain tourists, develop the B&B industry, expand the tourism chain, and create a one-hour tourism quality route around Fanjing Mountain.

(3) Based on the development of Wanshan Town of Tongren and the analysis of field research, the following suggestions are put forward: strengthen government guidance and seek common industrial planning; Strengthen industry leadership, build industry norms; Strengthen enterprise participation and create new achievements in tourism. It can be summarized as "basic co-construction, management co-governance, and sharing of results". The development model of "competent departments + industry associations + enterprises + village committees" has been established, making villagers not only participants but also managers but also beneficiaries of results, changing the traditional development model of rural tourism.

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