

# Research on tourism development countermeasures in Binmagou, Datong County, Qinghai Province from the perspective of rural revitalization

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## Abstract

In order to implement the spirit of the Party's 20th Congress, promote the deep integration of culture and tourism, and comprehensively promote rural revitalization, Binmagou Village in Datong County, based on local resources, vigorously develop rural ecotourism, promote traditional farming to agricultural tourism, and gradually transform into a rural tourism demonstration village. In this paper, the rural tourism of Binmagou village in Datong County is studied, and relevant questionnaires are designed and distributed in combination with the actual situation of the development of scenic spots. Through investigation and analysis, the problems existing in the development of rural tourism in Binmagou village are concluded: Low degree of transportation convenience leads to low satisfaction of tourists, poor infrastructure of scenic spots leads to poor experience of tourists, fewer entertainment projects in scenic spots and obvious difference between off-peak and peak seasons; In view of the above problems, the solutions are put forward: strengthen the construction of rural roads and improve traffic accessibility, improve the construction of scenic infrastructure and improve the comprehensive service level of rural areas, innovate the development mode of rural tourism and establish a good brand image.

## Keywords

Rural tourism, Rural revitalization, Tourism development strategy.

## 1. Introduction

### 1.1. Overview of rural tourism development

Rural tourism is a form of village tourism that aims at tourism and vacation, takes villages and wild areas as space, and features no human interference, no ecological damage, and living and wild behavior. The concept of rural tourism includes two aspects: one is occurring in rural areas, the other is taking rural resources as tourism attractions, both of which are indispensable. China's rural tourism mainly focuses on agricultural tourism and leisure agriculture, and develops to the comprehensive direction of sightseeing, investigation, study, participation, health, leisure, vacation, entertainment and so on. The rural tourism projects with relatively high participation rate and return rate of domestic tourists are folk customs tourism with "living in farm houses, eating farm meals, doing farm work and enjoying farm music" as the content and rural festival tourism with harvesting various agricultural products as the main, supplemented by traditional folk festival activities. Rural tourism originated in Europe and has a history of more than 100 years. After years of development, the international rural tourism

has formed the following eight types: sightseeing tourism, leisure and vacation, participation and experience, cultural entertainment, learning and education, tasting and shopping, recuperation and fitness, and return to nature.

## **1.2. Research status at home and abroad**

### **1.2.1. Domestic research status**

China's research on rural tourism started relatively late, in the 1980s. The research time is short, the research content is scattered, and the focus is on macro research, so it lacks guidance for practical problems, and it is still in the development stage of research. From the perspective of research content, the main research direction in China is the basic theory and empirical research of rural tourism. The analysis of basic theory includes two aspects: definition of meaning and discussion of development mode.

As for the definition of meaning, a more representative one is the definition of rural tourism by scholars Du Jiang and Xiang Ping (1999) [i]. They believe that rural tourism is a comprehensive tourism activity, which takes rural intangible cultural heritage, natural and cultural landscape, ecological environment, agricultural production activities and traditional folk customs and customs as its development resources. Scholar Wang Bing (1999) believes that rural tourism is a tourist source market targeted at urban residents, takes rural idyllic scenery as tourism attraction, and provides tourists with a way to return to nature, entertainment, leisure, vacation and knowledge. Scholar Li Lihua (2002) put forward a narrow concept: in rural areas, tourism activities with rural nature and human objects as attractions.

The representative scholar Li Deming (2005) divides the development model of rural tourism into: Operating market development mode, government-led development mode, integrated development mode in the agricultural field, joint development of agriculture, tourism, industry and trade with rural tourism as the leading mode, business mode of companies + farmers, sustainable development mode of sustainable utilization of resources and environment, and profit distribution mode of stock cooperation system; Scholar Wu Wenzhi (2002) analyzed the gradual development mode of rural tourism areas by taking some tourism areas such as ancient villages in need of key protection, such as ancient villages in Anhui Province, as examples.

### **1.2.2. Status quo of foreign research**

The research of foreign experts and scholars on rural tourism began in the 1950s and gradually developed in the late 1980s. The main research directions are the supply of rural tourism, the demand of rural tourism, the attitude of residents in rural tourism destinations, and the sustainable development of rural tourism. Foreign scholars pay more attention to the study of the definition of rural tourism. The Organization for World Economic Cooperation and Development (1994) [ii] put forward that the activities related to tourism in rural areas are rural tourism. Lane (1994) [iii] believes that the concept of rural tourism constantly expands the tourism activities in rural areas, including areas, scale, activity culture and so on. Although foreign scholars have different views on the definition of rural tourism, most of them share the same characteristics.

Due to the different stages of economic development at home and abroad, there are great differences in the research directions. In the past two decades, the research directions of rural tourism abroad have mainly focused on the influencing factors of rural tourism development, stakeholders of rural tourism and management of rural tourism enterprises. While domestic scholars focus more on the concept of rural tourism, development model, and geospatial structure of rural tourism. In the study of rural tourism by domestic and foreign scholars, the quantitative research method accounts for more than the qualitative research method. This paper mainly uses the quantitative research method to investigate the existing problems of rural tourism in Binmagou, Datong County, and puts forward development countermeasures.

## **2. Development status and SWOT analysis of Binmagou rural tourism in Datong County.**

### **2.1. Development status of Binmagou in Datong County.**

Located in Shuobei Tibetan Township, Datong Hui Tu Autonomous County, Xining City, Qinghai Province, Binmagou Village is 2800 meters above sea level. Every summer, there are Bian Mahua all over the mountains, hence the name of the village. In 2015, the project of Bianmagou Huahai Farm was implemented. In 2016, Biemagou Flower Sea Scenic Spot began to operate. Since 2016, based on the local area and relying on the local natural resources, the village has vigorously developed rural tourism, encouraged villagers to open farmhouse and accelerated the construction of homestay, which has led the villagers and surrounding villages to get rid of poverty and become rich. In 2017, the second year of the scenic spot's operation, earth-shaking changes have taken place in the village, and all the poor households registered have achieved poverty alleviation. In 2019, Bian Magou Village was selected into the first batch of national rural tourism key villages list published by the Ministry of Culture and Tourism, and became the online celebrity punch card point in Qinghai. The scenic spot has received more than 700,000 visitors in total, with ticket revenue reaching more than 4.2 million yuan. Every year from June to mid-October, flowers such as peach blossom, lavender, Lu Bing flower and chrysanthemum bloom in sequence, attracting a large number of tourists to come for sightseeing. In addition, the scenic area has also built high-altitude glass walkway, flying magic carpet, rainbow slide and other amusement projects for tourists to relax and entertain. In 2020, despite the impact of the epidemic, the overall revenue of the scenic spot will increase instead of decreasing. In 2021, the revenue of the Flower Sea Scenic Spot in Bian Magou exceeded 9 million yuan, and the number of tourists exceeded 700,000. The total income of the village reached 14 million yuan, and the villagers truly enjoyed the benefits brought by the Party's good policies.

### **2.2. SWOT Analysis**

#### **2.2.1. Strengths**

Based on the local ecological resource endowment and unique ethnic customs, Bianmagou Village has made full use of its own advantages to carry out rural tourism, constantly consolidating and improving the achievements of "Xining City to create an Advanced work area demonstration unit for national unity and progress", and coordinated the development of national unity and progress with the village's collective economic development, ecological protection, livelihood security, etc. It has explored a new path of integrated development of "national unity + rural revitalization" featuring "beautiful environment, thriving industry and thriving culture", and constantly realized "urban-rural integration". Secondly, Bian Magou Scenic spot is close to its main tourist market -- Xining City, only more than 20 kilometers by car, so it has certain geographical advantages.

#### **2.2.2. Weaknesses of Us**

Weaknesses: Qinghai Province is a typical continental climate in the plateau, with relatively high altitude and cold climate, less and concentrated precipitation and strong solar radiation. Affected by natural disasters such as frost, hail, drought and poor location conditions, Qinghai Province has a very slow development with insufficient development momentum. In addition to the harvest of rape, highland barley, potato and other crops planted year after year, There is no other source of income, and the income is generally low. Biemagou village has been underdeveloped since ancient times. It is a poor backward village known by outsiders as "there is only half a year of grain and some women do not marry Biemagou". Secondly, due to the influence of economic development level and geographical factors, the traffic accessibility near the village is low, the road construction is poor, and the parking lot facilities are poor.

Infrastructure construction is the most intuitive feeling of tourists when they travel, and the above problems in the scenic spot will lead to the decrease of tourists' satisfaction.

### 2.2.3. Opportunities

Bian Magou Village has won: "China's most beautiful leisure village", "National Rural Tourism Key village", "National ecological Culture Village", "National AAA scenic spot", "Qinghai Province five-star rural tourism reception point", "Qinghai Province Forest Village", "Qinghai Province economic forest landscape utilization demonstration base", "Qinghai Province health village", "Xining civilized villages and towns", "Xining National unity Demonstration village", "Xining Advanced grassroots Party Organization" and other honorary titles. Under the guidance of the idea that clear water and green mountains are golden hills and silver mountains, the tourism industry of Bianmagou Village has achieved rapid development, and has walked out of a new road of ecological protection and economic development. It has been listed as a demonstration village for rural revitalization in Xining City.

### 2.2.4. Threats


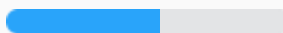
As rural tourism resources is a kind of public resources, in recent years, with the further implementation of the rural revitalization strategy, rural tourism develops rapidly, tourists can choose more and more tourism destinations, the choice space is expanding, Qinghai province in addition to Binma Gou County, there are other rural tourism places, such as Huangzhong County Yangpo village, Gangcha village, Huzhu County Banyan village, Zhuozhatan village. Looking at the whole province, a blossoming flower of rural revitalization blooms in the plateau land, and the competition is very fierce. At the same time, the homogenization of these rural tourism sites is more serious, the richness of tourism activities is not high, the entertainment projects are similar, there is no other innovative projects, if not timely transformation and upgrading, may lead to tourists will reduce the willingness to re-visit, resulting in the loss of a large number of tourist source market, over time, Bian Magou tourist attractions will decline, so there is a certain threat.

## 3. Questionnaire survey and analysis

This questionnaire was mainly distributed online by means of the small program of questionnaire Star. A total of 235 questionnaires were sent out from March 29, 2023 to April 26, 2023, and 210 valid questionnaires were recovered. The main purpose of this survey was to understand tourists' satisfaction with Bianmagou Scenic Spot, which mainly included two aspects: The basic information of tourists and tourists' satisfaction with the scenic spot, the following survey results are obtained after sorting out.


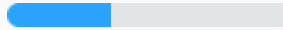
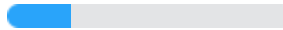
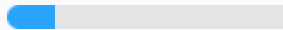
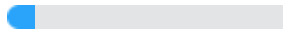
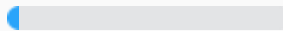
### 3.1. Data Statistics

Table 1 Basic information of questionnaire survey (gender)

Options	Subtotal	Ratio
A. Men	95	 45.24%
B. Women	115	 54.76%
This question is valid to fill in	210	


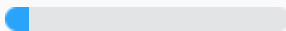
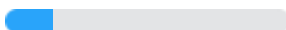
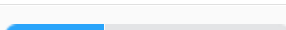

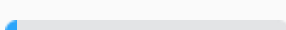
As can be seen from Table 1, 210 people were effectively filled out in this questionnaire survey, 95 men, accounting for 45.24% of the total number, 115 women, accounting for 54.76% of the total number. The gender ratio of male and female tourists is 0.45:0.54, female tourists are slightly higher than male tourists, but from the overall point of view, the male-female ratio is more balanced.

Table 2 Basic information of the questionnaire survey (age)

Options	Subtotal	Ratio
A. Under 18	19	 9.05%
B. 18-25 years old	77	 36.67%
C. 25-35 years old	48	 22.86%
D. 35-45 years old	36	 17.14%
E. 45-55 years old	21	 10%
F. Over 55 years old	9	 4.29%
This question is valid to fill in	210	

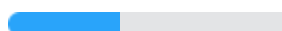
As can be seen from Table 2, there are 77 tourists aged 18-25 in this survey, accounting for 36.67% of the total number; Followed by tourists aged 22-35, 48 people, accounting for 22.86%; 35 to 45 years old tourists, 36 people, accounting for 17.14%; And those aged 55 and above were the least, with nine visitors, accounting for 4.29 percent. Overall, those with a large number of tourists were concentrated between the ages of 18 and 45, with fewer tourists under 18 and over 45.

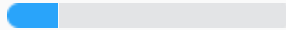
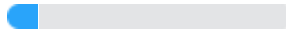
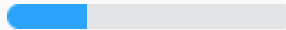
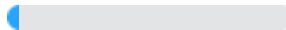
Table 3 Basic information of the questionnaire survey (occupation)

Options	Subtotal	Ratio
A. Corporate employees	66	 31.43%
B. Staff of government agencies and public institutions	19	 9.05%
C. Freelancers	36	 17.14%
D. Students	73	 34.76%
E. Retirees	7	 3.33%
Other	9	 4.29%
This topic is valid to fill in	210	

As can be seen from Table 3, in the basic information of this questionnaire survey, the number of students is the largest, 73 in total, accounting for 34.76% of the total number. Followed by enterprise employees, 66 in total, accounting for 31.43%; The third is freelancers, a total of 36 people, accounting for 17.14%, the least is retirees, a total of 7 people, accounting for 3.33%. On the whole, the occupation survey in Table 3 is related to the age survey in Table 2, and the number of middle school students and enterprise workers aged 18-45 is the largest.

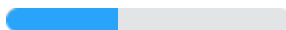
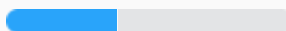
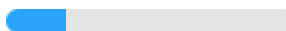
Table 4 Basic information of questionnaire survey (Access to rural tourism information)

Options	Subtotal	Ratio
A. Networking tools	82	 39.05%

B. Introductions	37	 17.62%
C. Television broadcasts	23	 10.95%
D. Travel Agency	58	 27.62%
D. Newspapers and magazines	10	 4.76%
This topic is valid to fill in	210	



As can be seen from Table 4, among the ways to obtain rural tourism information in this questionnaire survey, 82 people, accounting for 39.05%, obtained the most through Internet tools. Followed by 58 people who obtained information from travel agencies, accounting for 27.62%; The third was through the introduction of others, 37 people, accounting for 17.62%; The least was obtained through newspapers and magazines, 10 people, accounting for 4.76%. On the whole, now we are in the Internet era, so the most tourists get information through Internet tools, and few people get travel information through reading newspapers and magazines.

Table 5 Basic information of the questionnaire survey (number of rural Tours per year)

Options	Subtotal	Ratio
A. 1-2 times	84	 40%
B. 3-4 times	82	 39.05%
C. Five or more times	44	 20.95%
The number of times this question is valid	210	

As can be seen from Table 5, in the survey of the average annual number of rural tourism, the most tourists travel 1-2 times a year, a total of 84 people, accounting for 40%; Followed by those who travel 3-4 times a year, a total of 82 people, accounting for 39.05%, and the least is those who travel more than 5 times a year, a total of 44 people, accounting for 20.95%. On the whole, in this survey, the maximum number of rural tourism is 1-2 times and 3-4 times each year. The number of rural tourism is closely related to the occupation of tourists, and enterprise employees have fewer holidays each year, so they can have fewer rural tourism times.




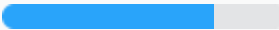

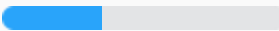
Table 6 Basic information of the questionnaire survey (whether a guideline will be made)

Options	Subtotal	Ratio
A. No, just play with your heart	115	 54.76%
B. Will seriously do the guide	95	 45.24%
This topic is valid to fill in the number of people	210	

As can be seen from Table 6, in the survey of whether rural tourism will develop a guideline before, more tourists will not develop a guideline simply play at will, a total of 115 people, accounting for 54.76%; Fewer tourists will seriously do the guide, 95 people, accounting for 45.24%. On the whole, most tourists do not choose to do guides before traveling, and are more inclined to play casually.


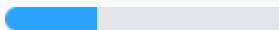


Table 7 Basic information of the questionnaire survey (which rural tourism places they are interested in)

Options	Subtotal	Ratio
A. Ornamental type	98	 46.67%
B. Experiential	95	 45.24%
C. Culture type	65	 30.95%
D. Leisure type	157	 74.76%
E. Ecological type	118	 56.19%
F. Recreation type	75	 35.71%
This topic is valid to fill in the person-time	210	


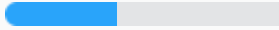
As can be seen from Table 7, in the survey of which type of rural tourism destination tourists are more interested in, leisure and entertainment type is the most, 157 people, accounting for 74.76%; Followed by ecological type, 118 people in total, accounting for 56.19; The second is ornamental, 98 people, accounting for 46.67%; The least is the cultural type, 65 people, accounting for 30.95%. On the whole, most tourists do rural tourism for recreation, relaxation, respect for ecology, viewing natural scenery and experiencing the characteristics of rural life, while few tourists do it for learning cultural knowledge.

Table 8 Basic information of the questionnaire survey (Do you think that Bian Magou has characteristics and recommend it?)

Options	subtotal	Ratio
A. Yes, it's recommended	141	 67.14%
C. No local characteristics	69	 32.86%
This question is valid to fill in	210	




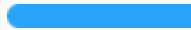
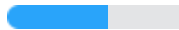
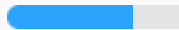

As can be seen from Table 8, in the survey on whether tourists are willing to recommend others to Binmagou rural tourism in Datong County, 67.14% of people think that Binmagou scenic spot has local characteristics and is worth recommending, but 32.86% of people think that Binmagou scenic spot has no local characteristics and is not worth recommending. On the whole, most of the tourists think that the Binmagou scenic spot in Datong County has its own characteristics and are willing to recommend it to others.

Table 9 Basic information of the questionnaire survey (whether they will visit Bianmagou Scenic Spot again)

Options	Subtotal	Ratio
A. Yes	127	 60.48%
B. No	83	 39.52%
This question is valid	210	


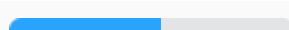
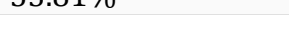

As can be seen from Table 9, in the survey on whether tourists are willing to visit Binmagou Scenic Spot in Datong County again, 60.48% of them are willing to visit again, and 39.52% are not willing to visit again. On the whole, most tourists are willing to recommend Benmagou Scenic spot to others and would like to visit it again.

Table 10 Tourists' travel intentions

Options	subtotal	Ratio
A. Experience farm-specific activities	101	 48.1%
B. Enjoy the countryside	126	 60%
C. Relax	130	 61.9%
D. Spend time with your family	136	 64.76%
E. Experience rural life	75	 35.71%
F. Relieve work pressure	94	 44.76%
H. Enjoy green life	67	 31.9%
This question is valid to fill in	210	

As can be seen from Table 10, in the survey of tourists to Binmagou rural tourism intention of Datong County, the tourists accompanying their families are the most, a total of 136 people, accounting for 64.76%; The second is to relax, 130 people, accounting for 61.9%; Watching the countryside scenery, 126 people, accounting for 60 percent, and enjoying the green life, 67 people, accounting for 31.9 percent. On the whole, most tourists travel to rural areas to accompany their families, relax and enjoy the rural scenery.

Table 11 What kind of tourism products tourists are willing to buy

Options	Subtotal	Ratio
A. Buy local, indigenous products	116	 55.24%
B. Buy fresh fruits and vegetables that you can pick yourself	113	 53.81%
C. Buy special souvenirs	111	 52.86%
D. Other	37	 17.62%
This question is valid to fill in the number of times	210	

As can be seen from Table 11, in the survey of what kind of tourism products tourists are willing to buy, the most people buy local products, a total of 116 people, accounting for 55.24%; Followed by buying melons, fruits and vegetables that can be picked by themselves, 113 people, accounting for 53.81%; The least number of tourists were not willing to buy or buy other tourism products, 37 people, accounting for 17.62%. On the whole, most tourists are willing to buy some special tourism products, while a small number of tourists are unwilling to buy special tourism products.



Table 12 Tourist satisfaction survey (Hardware facilities)

Topic \ Options	Very dissatisfied	discontented	Average	Satisfied	Very satisfied
Accommodation	12 (5.71%).	5 (2.38%)	68 (32.38%)	64 (30.48%)	61 (29.05%)
Easy access	7 (3.33%)	15 (7.14%).	58 (27.62%).	98 (46.67%)	32 (15.24%).
Natural landscape	3 (1.43%)	15 (7.14%).	44 (20.95%).	121 (57.62%)	27 (12.86%).
Recreational facilities	10 (4.76%)	9 (4.29%)	61 (29.05%)	71 (33.81%)	59 (28.1%).
Food and beverage service	6 (2.86%)	12 (5.71%).	51 (24.29%).	119 (56.67%)	22 (10.48%).
Ticketing services	3 (1.43%)	17 (8.1%).	55 (26.19%).	109 (51.9%)	26 (12.38%).
Parking facilities	7 (3.33%)	14 (6.67%).	53 (25.24%).	109 (51.9%)	27 (12.86%).

As can be seen from Table 12, in the tourist satisfaction survey (hardware facilities) of Binmagou Scenic Spot in Datong County, the natural landscape has the highest satisfaction, of which 70.84% are satisfied and very satisfied, followed by catering service, of which 67.15% are satisfied and very satisfied. The lowest satisfaction is the degree of transportation convenience, of which the total proportion of unsatisfied and very dissatisfied is 10.47%. In summary, tourists are most satisfied with the natural landscape, followed by the catering service; The satisfaction of tourists on the traffic of scenic spots is the lowest.

Table 13 Tourist Satisfaction Survey (Software services)

Topic \ Options	Very dissatisfied	discontented	Average	Satisfied	Very satisfied	Average score
Level of service	11 (5.24%).	9 (4.29%)	47 (22.38%).	83 (39.52%)	60 (28.57%).	3.82
Cultural vibe	7 (3.33%)	11 (5.24%).	53 (25.24%).	100 (47.62%)	39 (18.57%).	3.73
Business management	3 (1.43%)	16 (7.62%).	54 (25.71%).	101 (48.1%)	36 (17.14%).	3.72
Comfort level	2 (0.95%).	16 (7.62%).	49 (23.33%).	115 (54.76%)	28 (13.33%).	3.72
Hygiene level	3 (1.43%)	13 (6.19%).	71 (33.81%)	99 (47.14%)	24 (11.43%).	3.61
Level of safety	7 (3.33%)	12 (5.71%).	52 (24.76%).	112 (53.33%)	27 (12.86%).	3.67
Ornamental	9 (4.29%)	5 (2.38%)	67 (31.9%)	73 (34.76%)	56 (26.67%).	3.77
Tourism activity richness	6 (2.86%)	15 (7.14%).	54 (25.71%).	99 (47.14%)	36 (17.14%).	3.69
Subtotal	48 (2.86%).	97 (5.77%)	447 (26.61%)	782 (46.55%)	306 (18.21%)	3.71

As can be seen from Table 13, in the tourist satisfaction survey (software) of Binmagou Scenic Spot in Datong County, the highest satisfaction is the service level, with an average score of 3.82,

of which 68.09% are satisfied and very satisfied; The second is enjoyment, with an average score of 3.77, of which 61.43% are satisfied and very satisfied; The lowest degree of satisfaction was hygiene, in which the total proportion of unsatisfied and very dissatisfied was. To sum up, the average score of tourists' satisfaction with all software categories is above 3.5 points. Most tourists think that service level is the best, but the average score is only 3.82, followed by appreciation, the average score is only 3.77; Hygiene is the worst, followed by security. As a result, the level of service and the enjoyment left much to be desired.

### **3.2. Analysis of Results.**

After analyzing the results of the questionnaire survey, the conclusion is drawn that the tourists have the highest satisfaction with the natural landscape and catering service in Bianmagou Scenic Spot, and the lowest satisfaction with the convenience of transportation and parking facilities. It can be seen that there are shortcomings in the traffic construction of Bienmagou Scenic spot. It is necessary to strengthen the construction of traffic roads, improve the convenience of transportation, improve the accessibility of traffic, improve the parking lot facilities, and improve the problem of insufficient parking Spaces. In addition, tourists have the highest satisfaction with the level of service and enjoyment of the scenic spot, and the lowest satisfaction with the degree of health and safety. It can be seen that the quality of service personnel in Bianmagou scenic area is high, and the service reception ability is strong; Scenic spot beautiful natural landscape, can attract tourists, but the health situation in the scenic spot needs to be improved, it is recommended to strengthen the cleaning work, the degree of safety also needs to be improved, it is recommended to strengthen security measures, improve safety rules and regulations.

## **4. Problems existing in the development of rural tourism in Binmagou, Datong County, Qinghai Province.**

### **4.1. The low convenience of transportation leads to the low satisfaction of tourists.**

Although Binmagou Scenic spot is close to Xining City, the main tourist source market, the low level of rural road construction, poor traffic accessibility, imperfect infrastructure and other problems lead to low tourist convenience and low tourist satisfaction. Parking facilities in the scenic spot is a big problem, the parking area is too small and has security risks, resulting in parking difficulties, tourists even the most basic parking problems can not be solved, how can enter the scenic spot sightseeing. Sightseeing cars, shared bicycles and other means of transportation in the scenic spot are too expensive, so the utilization rate is low, the traffic is not convenient and the construction of infrastructure is not standardized, which fundamentally restricts the development of rural tourism in Binmagou scenic spot in Datong County.

### **4.2. The imperfect infrastructure of the scenic spot leads to poor tourist experience.**

First of all, the rural infrastructure needs to be strengthened, and the tourist distribution center, consulting service and ticketing service, self-driving tour service and scenic spot sign system are not perfect. Secondly, the rural tourism network service platform is poor, resulting in tourists' delay in obtaining tourism information about scenic spots, and there is a certain lag. Online and offline information cannot be synchronized. Thirdly, the construction of rural tourism early warning equipment and rescue system is not perfect, and there are certain risks. The imperfect infrastructure leads to the low convenience of tourists to travel, so that the satisfaction of tourists is reduced, and the willingness to re-visit is also reduced, which is why 39.52% of tourists in the questionnaire survey are not willing to re-visit the scenic spot.

#### **4.3. There are few entertainment items in the scenic spot and the difference between off-peak and peak seasons is obvious.**

Although Binmagou Scenic spot is rich in tourism resources, it has not been developed according to the characteristics of the village in its development. The cultural connotation of the scenic spot is too shallow and lacks local tourism characteristics, resulting in the lack of core competitiveness of the scenic spot. In addition, Bian Magou Scenic area is a sea of flowers. The recreational activities of sightseeing flowers and plants and picking fruits and vegetables by oneself are affected by temperature, illumination, season and humidity, etc. Qinghai Province is a typical plateau continental climate with less and concentrated precipitation, relatively dry climate and large temperature difference between day and night, resulting in a short growing period of many plants. Only in June to August is the most recreational projects in the scenic area, the most enjoyable time, so the scenic area has strong seasonality, off-peak season is very obvious. According to the results of the questionnaire survey, the satisfaction score of tourists for the richness of tourism activities in the scenic spot is only 3.69, so it is necessary to improve the richness of recreational items in the scenic spot.

#### **5. Countermeasures for the development of rural tourism in Binmagou, Datong County under the background of rural revitalization.**

In view of the above problems, this paper puts forward the following countermeasures to further promote the development of rural tourism in Qinghai province.

##### **5.1. Strengthen the construction of rural roads and improve traffic accessibility.**

First of all, we should strengthen the construction of rural roads near Bianmagou Village, build more roads or repair roads, more roads can improve the accessibility of tourists, as the saying goes that "all roads lead to Rome", and repair roads can improve the convenience of tourists. Secondly, we should improve the parking facilities in the scenic spot, expand the scope of the parking lot, and fundamentally solve the problem that tourists can not park, so as to improve the satisfaction of tourists in the scenic spot. Thirdly, we can set up more sightseeing cars, shared bicycles and other means of transportation in the scenic spot, reduce the rental price, and strengthen the convenience of traffic in the scenic spot. The government should attach great importance to the construction of beautiful countryside, improve the economic level of rural areas, narrow the development gap between urban and rural areas, and realize the integration of urban and rural areas.

##### **5.2. Improve the infrastructure construction of scenic spots and improve the comprehensive service level of rural areas.**

It is necessary to increase the investment in infrastructure construction, ensure the convenient catering and accommodation environment of rural tourism and the security work of scenic spots, comprehensively improve the consumption experience of tourists' food, housing, transportation, tourism, shopping and entertainment, and perfect supporting comprehensive services are the key to transforming rural tourism from low quality to high quality. Therefore, in order to improve the rural public service system and enhance the reception and service capabilities of scenic spots, the government should establish a rural tourism management system that is in harmony with the background of rural revitalization, incorporate rural tourism into the overall plan of regional industrial development, strengthen the protection of rural tourism resources, and innovate the rural development mechanism. At the same time, rural tourism practitioners are mostly farmers in nearby villages, so they should strengthen the

overall quality, improve the quality and level of service, cope with different guests and emergencies, and provide personalized and customized services for customers.

### **5.3. Innovate the rural tourism development model and establish a good brand image.**

To deepen the rural reform, we should promote the comprehensive upgrading of scenic spots, enrich the rural tourism development mode, establish a unique rural tourism brand image, and create a diversified rural tourism development mode. Most people go to travel to accompany their families, relax, relieve pressure, sightseeing, leisure and entertainment, so it is necessary to create unique entertainment projects and provide a variety of business models to attract tourists. Tourism developers need to strengthen the brand awareness of rural tourism characteristics, can timely register the name of the scenic spot, characteristic projects, characteristic products as trademarks, on the one hand can enhance their brand value, on the other hand can prevent infringement.

## **6. Conclusion**

Under the background of rural revitalization, the development of rural tourism is making great strides. Rural revitalization and rural tourism complement each other and achieve each other. In this paper, Binmagou Scenic Spot in Datong County of Qinghai Province is selected as a case study. By reading a large amount of literature, issuing questionnaires and collecting and sorting out, the problems encountered in the development of Binmagou Scenic Spot are deeply explored, and corresponding solutions are proposed according to the problems existing in the development process. Through the questionnaire analysis, the existing problems in the development of rural tourism in Bin Magou are as follows: low convenience of transportation, poor parking facilities, imperfect infrastructure, fewer tourist projects in scenic spots, and obvious differences between off-peak and peak seasons; In view of the above problems put forward solutions: strengthen the construction of rural roads, improve the parking lot facilities, improve the infrastructure construction of scenic spots, improve the level of rural comprehensive service, innovate the rural tourism development model, establish a unique brand image. At present, the Binmagou scenic spot in Datong County is still in the initial stage of development, and many tourism resources with potential have not been fully explored, and the feasibility of in-depth development is relatively high. If scientific and reasonable development and protection are carried out in the future, the rural tourism of Binmagou will be upgraded to a higher level.

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