

A Study on the Development Path of Characteristic Tourism in Haotang Village of Xinyang City under the Mode of "One Village, One Product"

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Abstract: "One Village, One Product" is an effective measure to fully tap local resources, develop rural characteristic industries, innovate economic growth methods, and drive rapid regional economic development. Rural tourism is an important component of industrial revitalization in rural revitalization. Under the "one village, one product" model, the development of rural tourism needs to optimize the industrial structure, explore unique culture, vigorously promote the construction of "beautiful rural characteristic countryside", achieve the transformation and upgrading of traditional rural tourism, and promote the high-quality development of rural characteristic tourism.

Keywords: "One Village, One Product"; Rural Tourism; Characteristic Tourism

Introduction

Haotang Village is a typical mountain village in the south of Henan Province, with an area of about 20.7 square kilometers. It is the largest village in Pingqiao District of Xinyang City. In 2011, Pingqiao District Committee and Government of Xinyang City listed Haotang Village as an experimental village for sustainable development to explore new rural construction. On November 12, 2021, it was selected for the qualified list of China's Beautiful Leisure Countryside Monitoring for the period 2010-2017, which is announced by the General Office of the Ministry of Agriculture and Rural Affairs. Relying on a beautiful and livable rural environment, developing characteristic tourism in Haotang Village can not only drive the development of rural tourism and modern agriculture, but also promote the mutual penetration and integration of diversified industries in rural areas, which is of great significance for the development of the new urban-rural relationship.

1. The Development Status of "One Village, One Product" Characteristic Tourism in Haotang Village

Agriculture, rural areas, and farmers are the basic support for rural tourism development. Fully respecting the interests of farmers and mobilizing their enthusiasm are the basic principles of rural characteristic tourism work. In the process of developing "one village, one product" characteristic tourism, Haotang Village allows farmers to fully participate in tourism planning and design, participate in operation and management, and share development achievements^[1].

Haotang Village covers an area of 20 square kilometers, with 1900 acres of arable land, and governs 18 village groups, with 640 households and 2385 people. In 2011, seizing the opportunity of the "Sustainable Development Experimental Zone", the construction of ecological civilization was integrated into rural development, respecting the natural environment, the texture of villages, and the wishes of the masses. By using modern tourism development concepts to activate old rural tourism resources, revitalize village culture, protect village ecology, and cultivate rural customs, the village became beautiful and the countryside appreciated, We have embarked on a new rural development path that combines rural characteristic tourism with agricultural production.

1.1 Improve the tourism management system of Haotang Village

According to the "Four Discussions and Two Openings" work law of Haotang Village, the organization and planning of important collective tourism activities in the village require the village committees to fully solicit opinions from the masses and make decisions at the village meeting. The overall tourism planning of the village, the land use transfer and pricing of scenic spots, the selection of travel routes, and the renovation of villagers' houses are all subject to the convening of village representative meetings to solicit opinions from villagers^[2]. All villagers participate in the construction and management of characteristic tourism in Haotang Village. At the same time, we will formulate village rules and regulations, and improve multiple autonomous systems such as daily garbage cleaning and evaluation of rural tourism based on the needs of characteristic tourism development.

1.2 Building the Tourism Brand of Haotang Village

Haotang Village has explored the establishment of a mutual fund cooperative and a collective economic organization operated by Green Garden Ecological Tourism Development Company. The village collective has registered the brand "Zhonghua Hao" and nine major series of trademarks shared by villagers, launched the "Zhonghua Hao Gift Bag", and continuously explored and expanded various tourism products while developing rural characteristic tourism. By promoting the development of characteristic tourism, we aim to upgrade the "industrial brand, service brand, and village brand" of Haotang Village's future community, injecting new impetus into rural economic development.

1.3 Creating Rural Dwellings with Tourism Characteristics in Southern Henan and Beautifying the Rural Environment

By providing free drawings and planning guidance from the government, as well as voluntary and self financing by the masses, we will gradually promote the renovation of residential buildings in Haotang Village. Based on the specific situation of each household, the development needs of the "one village, one product" characteristic tourism in Haotang Village will be combined with the daily living, labor habits, customs, and customs of the villagers. Customized design drawings will be made, and one household, one map will be implemented. The expert team of rural tourism planning and new rural construction will fully negotiate and finalize with the homeowners. To implement the "Clean Home Action", every household should participate in Waste sorting, establish a long-term construction and management mechanism, elect primary school students' representatives to act as "environmental protection guards", implement regular health assessment, commend healthy farmers and civilized villages and groups, and guide villagers to change the habit of not paying attention to sanitation.

2. Optimization of the Development Path of Characteristic Tourism in Haotang Village under the "One Village, One Product" Model

2.1 Integrated development of ecological agriculture and four season characteristic tourism projects

The ecological environment is an important capital for the development and competition of Haotang Village's "one village, one product" characteristic tourism. In the process of developing characteristic tourism in Haotang Village, ecological priority should be taken as the first principle, the relationship between tourism development and ecological environment should be coordinated, and the protection and utilization of ecological environment resources in the entire area should be arranged in a coordinated manner. Tourism should be developed with the concept of ecological economy to achieve the coexistence and harmonious development of regional economy and natural ecology. The fast-paced work and life bring great pressure to urban residents. Haotang Village has created a slow life micro tourism to attract tourists to calm down and savor leisure rural life, and recuperate their body and mind.

According to different seasons, create Haotang Village Hundred Fruit Festival, Flower Appreciation Festival, Agricultural Culture Festival, Science Popularization Education Festival, Agricultural Culture Festival, Haotang Village Specialty Food Culture Festival, and so on. The main theme activities of the Four Seasons Festival include: fragrant flowers in spring, summer shelter, tourists can pick wild vegetables, fruits, and lotus seeds, as well as enjoy cooling, fishing, swimming, etc; Autumn harvest of rice fragrance, as well as wild fruits, vegetables, and games, can also lead tourists to experience the joy of a bountiful harvest; Winter furnace healthy

preservation and annual cultural festivals^[3].

2.2 Policy industry guidance for rural characteristic regional linkage

Utilize the good location and unique tourism resources of Haotang Village to interact with rural scenic spots in other areas of Xinyang City to form a tourism development pattern of "resource sharing, product co construction, and market sharing"^[4]. For example, it can be linked with the modern agricultural tea garden in Shihegang Town to create the slogan of "Haotang - Wenxin Tea Village, the first village for sightseeing agriculture".

2.3 Improve transportation and villagers' tourism service elements

At present, only the Century Square in Pingqiao District, Xinyang City has the tourist bus to Haotang Village. There is no tourist bus directly to Haotang Village in the central urban area and in the areas where high-speed railway stations, railway stations, bus stations and other passenger distribution centers are concentrated, which is not convenient for foreign tourists to visit Haotang Village. Local tourists, although familiar with the transportation routes in Xinyang area, have a relatively fixed population and cannot achieve sustainable increase in passenger flow in Haotang Village. The government can guide relevant companies to open characteristic rural tourism buses in the areas where Xinyang's passenger distribution centers are concentrated, leading to Haotang Village, facilitating the travel of self-service tourists from other places, and increasing the tourism flow of Haotang Village.

The government guides village collectives to improve tourism service elements. Paired assistance is provided to rural households with business intentions to develop service industries such as farmhouses, hotels, and inns. Rural cadres are deeply involved in the renovation of old houses and are mobilized to carry out the renovation in accordance with the needs of rural tourism^[5]; Guide villagers to produce and operate tourism products with local characteristics, organize procurement and trial sales, promote manuals, and establish product exhibition centers. Drive the local tea industry in Xinyang through rural tourism, develop a new product called "Xinyang Oolong", and launch a series of products such as Xinyang traditional green tea, kung fu black tea, black tea, white tea, and tea cream; Expand organic agriculture and develop ornamental lotus flowers; Establish rural workshops such as tofu shops, wine shops, meat shops, and handicraft shops to enhance the quality of tourists' experiences.

3. Conclusion

The development of rural characteristic tourism needs to respect local characteristics and proceed step by step. The development of "one village, one product" characteristic tourism in Haotang Village needs to rely on government party building guidance and further improve tourism service elements such as transportation; Enhance the 'master' awareness of rural construction among villagers, fully tap and utilize local resources, and leverage the unique advantages of rural areas; While developing tourism, attention should be paid to the protection of ecological agriculture, and tourism development should be carried out in a place where protection and development coexist, making due contributions to the development of rural tourism industry and local socio-economic development.

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