Research on Rural Tourism and Development of New Rural Construction Based on Coupling Theory

He Li
Master, College of Economics and Management, Sichuan Agricultural University, Chengdu, China (611130).

Qi Yanbin
Professor, College of Economics and Management, Sichuan Agricultural University, Chengdu, China. (611130).

Abstract
In rural areas, the development of new rural construction and rural tourism form into the interactive coupling phenomenon by sharing common background and mutually contributing to each other. This essay will start with the five requirements of new rural construction, further analyze the coupling mechanism of new rural construction and rural tourism, and establish their Coupling model, finally, summarize the coupling relationship in five aspects: development opportunity, development efficiency, civilization progress, resource allocation, and social harmony. Ultimately, this essay will try to convert coupling development theory into the policy of mutual development of new rural construction and rural tourism.

Key words: Rural Tourism; The New Rural Construction; Coupling Theory; Coupling model

1. Introduction
The problem of “Three Agriculture” is the bottleneck of China’s Modernization process. Our Party and State pay high attention to that. In October 2005, The Suggestion of Outline of the Eleventh Five-Year Plan which was put forward at the fifth plenary session of the sixteenth central committee of the CPC proposed the five requirements of the socialist new rural construction: “The production development, the life ample, the local custom civilization, the village accommodates, the management democracy neatly”, these requirements involved problems in the whole development of rural economy, in the improvement of peasants’ income and life quality, in the change in overall appearance and environment of countryside, in improving peasants’ quality and in the extension of rural administration and democratic politics. The new rural construction has become the significant mark of the modern rural comprehensive development and the civilization progress. For better carrying out Strategic arrangements about promoting new socialist countryside made by Party Central Committee and State Council, China National Tourism Administration established the tourism theme in 2006, which was “China Rural Tourism”, with “New Countryside, New Tourism, New Experience, New Custom” as its slogan, requiring the development of tourism to promote the socialist new rural development model.

2 Corresponding author.
construction as the primary objection of the local tourism development throughout the country. Henceforth, new socialist countryside and rural tourism have worked as booster of rural progress and development, and the both embarked on collaboration and mutual development.

At present, the period of Chinese rural development requires to switch production model and to optimize the economic structure by the time of combination of sightseeing, leisure, vacation and specific service in Chinese rural tourism industry. In the face of the transition of countryside construction and rural tourism, how to fulfill the both collaboration and how to promote rural progress and development by full playing the both roles have become major issues in this transition. The rural economic conditions, the fundamental utilities and peasants’ life style have changed in the development of recent years. Rural market and tourism both gain their own opportunities due to relations and influence of each other as an organic whole in the National Economy. In terms of elements, even the interdependent relationship produced in the stage of rural construction as well as tourism development leaves researchers a new research project.

Nowadays, researchers focus on the promotion of the rural tourism in the new rural construction in academia. Actually, the development of rural tourism and new rural construction has mutual backgrounds, collaboration, and beneficial interactive development of each other, but the relevant research is deficient at the moment. Therefore, this essay will bring Coupling Theory in physics to discuss the interactive mechanism between rural tourism and new rural construction, and to establish the both Coupling model, trying to bring about the mutual beneficial policy of rural tourism and new countryside construction by transforming the Coupling Development Theory.

2. The Definition of Coupling

Coupling, it usually refers to the phenomenon that two (or more) systems or motion forms influence each other through various interactions, Coupling Degree is used to describe the interactive influence degree of systems or elements (Sheng Yanchao and Zhong Zhiping, 2009) 4. By this way to promote the concept, the interactional and benign development relationship of two or more social phenomenon can be called coupling.

At present, the coupling concept and theory has been referenced by ecology, biology, geography, economics and other disciplines. In rural areas, the development of new rural construction and rural tourism form into the interactive coupling phenomenon by sharing common background and mutually contributing to each other. The dynamic benign interactive phenomenon, in which rural tourism and new tourism construction are interdependent, mutual promoting, interacting and coordinated, can be called as “The coupling of rural tourism and new countryside construction”.

3. The Coupling Mechanism of Rural Tourism and New Rural Construction

3.1 The New Rural Construction Support to Develop the Rural Tourism

The purpose of the new rural construction involved in the rural comprehensive development, emphasize not only on increasing the economic index of the production development and the life standard, but on improving the rural social welfare of the local custom civilization and the village accommodates and so on, at the same time, involving the construction of Superstructures about democratic management etc. The

development of the new rural construction has improved rural economy, environment and society, and also has given great support to the rural tourism in terms of resources and space.

3.1.1 Developing Rural Production, Diversifying Elements of Tourism

After proposing the policy of the new rural instruction, Chinese government pays high attention to rural construction, spares no efforts on urban and rural harmonious development, adheres to the Guideline of “Giving More, Asking for less, Allowing Flexibility”, and enforces the support of “three agriculture”. The production development is the central link of the new rural construction as well as material base of other objectives. With greatly developing production in rural areas, “Characteristic Agriculture”, “Ecological Agriculture”, “Low-carbon Agriculture”, and “Science and Technology Agriculture” and some other new forms of production are claimed to enliven rural economy and to boost development of rural productivity and progress of economy so that the rural tourism can have enough money to develop. Meanwhile, the derived tourism products and tourism attractions enriches tourism products, perfectly combines rural space, agricultural landscapes, and characteristic agricultural products, and takes advantage of rural tourism resources.

3.1.2 Making the farmer's life ample, improving the tourism reception

Results from the rural production development, indeed, will raise peasants’ income. Peasants will take part in local construction if they have spare income. On the one hand, farmers are willing to try to repair or rebuild their houses or yards to improve living environment, at the same time, peasants will spend on new equipments and decorating new guestrooms, provide with various entertainments method, and endeavor to improve their visitors’ comforts and diversify their traveling life. On the other hand, as the managers of rural tourism, objectively, peasants will support local infrastructures so as to improve their living conditions, rural tourism will also obtain more capitals to progress construction of “water improvement, electricity improvement, stoves improvement, and latrine improvement”. The improvement of rural houses, roads, electricity, water, health system and other basic facilities provide the possibility of reception with the rural tourism, also the improvement of its quality.
3.1.3 The Local Custom Civilization, Promotes Tourism Grade

The rural civilization plays a role in constructing spiritual civilization of the new rural construction, mainly embody in neighborhoods harmony, mutual assistance; good general mood of society, the influence of bad social phenomenon doesn’t exist; villagers’ quality have increased, abiding by the rules and laws; rural residents have various lifestyle and diversifying entertainments; more awareness of protecting environment and resources in rural area, the list will go on. The essence of the local custom civilization is to promote the villagers’ knowledge level, their modernization and their civilization. In the new rural construction, the local custom civilization aims at creating and carrying forward favorable rural civilization, especially, rural traditional customs, settlement culture, folk custom, characteristic buildings and foods, resource value and so on so forth, which indeed make rural tourism products worthy of its historical and cultural value with the purpose of improving tourism grade.

3.1.4 The Village Accommodates Improve Tourism Environment

With regards to the village accommodates, the key solution is to optimize the rural environment, not just solving the problem of domestic waste, ditch, pens, or reconstruction of unsafe buildings, but involving fine rural planning and construction, Road hardening, village greening, resources preserving and protecting, latrine improving, stoves improving, and other environment renovations. If the village accommodates has good chance to be improved, The rural natural and humanistic environment will be greatly improved, the tourism atmosphere will be shaped, the tourism environment will be optimized, at last, the rural tourism activities will develop and progress.

3.1.5 The Rural Management Democracy Regulates The Tourism Market

The prerequisite of management is democracy while the democracy secures management improvement. The rural market will be standardized through the combination of scientific and democratic management of rural communities. The democratic management, the foundation of the ordered market, fairly distributes villagers’ interests, makes them more harmonious, helps to promote the construction of harmonious society so as to regulate the rural tourism market and develop it smoothly.

3.2 The Development of the Rural Tourism Promotes the New Rural Construction

The development of the rural tourism is the effective way to promote advance of agriculture, develop rural areas driven by urban areas, keep urban-rural interaction, and promote urban and rural harmonious development. Another promotion of the rural tourism exits in optimizing rural economic structure, increasing peasant’s income, getting rural appearance better, improving rural ecological environment, and advancing rural management, with the result that the objective of the new rural construction will be reached.
3.2.1 The Rural Tourism Promotes Rural Industrial Structure Adjustment and Drives the Production Development

The rural single industrial structure which has been formed for ages in China terribly restricts the development of rural economy. Therefore, it will be great significant for the rural development to adjust the rural industrial structure. In addition, developing the rural tourism will broaden routes of rural industrial development, extending the tourism into the traditional agriculture and promoting the development of rural transportation, restaurant industry, commerce, construction industry, and service industry or other relevant industries, adjusting the distributing proportion of the three major industries and the rural industrial structures in the effective way. Finally, the development of rural tourism helps promote rural economical Diversification and modernization and progress the rural productivity.

3.2.2 The Rural Tourism Increase Peasants’ Income and Jobs and Enrich Their Life

The development of tourism has strongly Multiplier Effect. Results from the calculation of the World Tourism Organization revealed that every single job opportunity in tourism would increase 5 opportunities in society. The rural tourism has the characteristics of the strong correlation and the low barriers to entry. Native peasants take a large proportion of employment in the rural tourism; the rural tourism products feature indigenous characteristic agricultural products; the tourism resources rely on “localism” resources and environment. As a result, the growth of value and “inner digestion” of local labor forces, products, and resource are supposed to be realized and favorably increase peasants’ income so that they can be better off.
3.2.3 The Rural Tourism Brings the New Custom to Rural Areas, Promoting the Local Custom Civilization

New tourism brings about new custom while new custom advances new civilization. The rural tourism encompasses multiple functions, which plays an important role in civilizing countryside and peasants. Above all, the rural tourism drives the exchange of the urban and rural including human resource, information, or material etc.. Because of popularizing the advanced civilization and concepts of the urban in the rural areas, it will greatly improve villagers’ backward ideas and lifestyles, speeding the progress of civilization in rural areas; next, the various projects or activities created by the rural tourism not only satisfy consumption demands of tourists, but enrich the spiritual world and cultural life of peasants, and produce the new custom; at last, the rural tourism is a kind of modern industry which requires peasants, the practitioners, to have higher comprehensive quality. And farmers will participate in various trainings and learning programs to improve their overall quality and to strive for innovation atmosphere in order that the local custom civilization will be improved.

3.2.4 Developing the Rural Tourism While Emphasizing the Preservation of Resources and Environment, and Keeping the Village Accommodates

Developing rural tourism impel to improve the rural production and living environment in rural areas, change village appearance, improve rural infrastructures, value rural resources and environment in order to change the image of dirty, chaotic, and poor in rural areas, improve rural natural environment, construct orderly road, create idyllic scenery and clean tourism environment and so on, which really carry forward the advantage of the new socialist countryside, and ensure the village accommodates.

3.2.5 The Rural Tourism Advance the Update of Rural Management to Realize the Management Democracy

A variety of activities and projects which are about to be put into practice necessitate community residents’ suggestions due to the common interests of all villagers during the development of the rural tourism. Through joining the discussion, planning, and the promote of activities, all community residents had a good chance to participate the rural tourism in effective way as well as raised their awareness of the democracy management and the participation consciousness, and this will advance the progress of the rural political civilization and spiritual civilization, and reach the goal of the construction of socialist new countryside.
4. The Coupling Model of Rural Tourism and New Rural Construction

According to China’s New Rural Construction and Travel Coupling Model, the new rural construction and rural travel coupling model is established as above. This development coupling embody in five aspects:

- **The development opportunity**: Developing Rural Production, Diversifying Elements of Tourism. The Rural Tourism Promotes Rural Industrial Structure Adjustment and Drives the Production Development.

- **Efficiency of development**: Making the farmer’s life ample, improving the tourism reception. Rural Tourism Increase Peasants’ Income and Jobs and Enrich Their Life.

- **The civilizing process**: The Local Custom Civilization Promotes Tourism Grade. The Rural Tourism Brings the New Custom to Rural Areas, Promoting the Local Custom Civilization.


- **Social harmony**: The Rural Management Democracy Regulates the Tourism Market. The Rural Tourism Advance the Update of Rural Management to Realize the Management Democracy.

Figure 3: The Coupling Model Diagram of the New Rural Construction and Rural Tourism

According to China’s New Rural Construction and Travel Coupling Model, the new rural construction and rural travel coupling model is established as above. This development coupling embody in five aspects:
development opportunity development, efficiency, civilizing progress, resource allocation, and harmonious society.

(1) As for the development opportunity, faced with the adjustment of industrial structure in rural areas, the new rural construction is becoming effective method and base. The traditional industrial model has been changed due to the new rural construction, which endeavors in characteristic agriculture, agitourism, and Agricultural industrial park and so on. As a result, the new rural construction extends the chain of agricultural industrial, promotes the industrialization, and increase the agricultural added value. Through adjusting industrial structure, the rural environment combined with space perfectly and the rural natural and resources united well so as to provide basis of space, resources, and environment for the rural tourism. If the agglomeration effect of tourism is brought into play, it will not only promote the primary industry and the secondary industry such as the construction industry, manufacture, but drive the development of transportation industry, restaurant industry, service industry and insurance industry and other tertiary industry. As a result, the approaches of the rural development become broad, rural economy is diversified in order to promote the adjustment of industrial structure, and the construction of new countryside.

(2) In the terms of the efficiency of development, our country pays high attention to the new rural construction. In 2004, central committee "First Document" put forward the policy of "Two Relief, Three Subsidies", and proposed to support farmers with releasing small loans. These measures expand sources of peasants’ income, and relieve their living burden, increase their disposable income, and objectively, provide the rural tourism with capital support. And capital is the foundation of economical construction. Raising funds exceedingly promotes construction of infrastructure, improvement of environment, resources development, and improvement of service and so on so forth. In some rural areas, the rural tourism is becoming the pillar industry in county economy.

(3) With regards to the civilizing process, "the local custom civilization" is the requirement of rural spiritual construction in the new rural construction, paying high attention to the development of peasants' politics, thoughts, civilization, moral standard and comprehensive quality result in the formation of the favorable social atmosphere which embody in the family harmony, the customs simplicity, the mutual cooperation, and the social harmony and stability. Peasants not only provide tourism products and tourism service, but work in the tourism activities so as to attract much more tourists to appreciate the style and features of "the new countryside". Because of various communication and connection of the urban and rural, the peasants’ spiritual and cultural life are enriched, and the backward ideas are eradicated. at the same times, the development of the rural tourism must follow the introduction of market, so cultivating the peasants' economical awareness and their customer service spirits, which improve their management idea, service spirits, and overall quality, promote greatly the development and realization of the local custom civilization.

(4) In the terms of resource allocation, the prerequisite of tourism attractions relay on the infrastructure of travel destinations and environment. Justin Yifu Lin points out that the construction of infrastructure which is relevant to the living consumption in rural areas should be accelerated so as to improve the peasants’ living standard, promote the construct of water facility and road, electrification, informatization. In addition to the high-quality environment and the local demeanor in rural areas, which provide guarantee to the rural tourism resources, optimize tourism environment, and enhance attraction of tourism. Through reasonable planning and
effective development, emphasizing the preservation of resources and environment during the development of the rural tourism, the sustainable development of rural construction will be realized.

(5) Seen from social harmony, the final goal of social development depends on the social harmony. The co-existence of nature and environment, village appearance and outlook, agriculture industry and economy is necessary in the new rural construction. Developing tourism promotes the urban and rural harmony and the social harmony. Scientific and humanistic management handle the multipartite interests effectively, balance the development to bring about the social harmony.

5. Conclusions and Suggestions

The new rural construction and tourism has become an booster of the urban and rural harmonious development and play an important role in countryside's progress, and realize the coupling of the following five aspects: the development opportunity, the development efficiency, the civilizing process, the resources allocation and the harmony of society. In addition, the development coupling of new rural construction and rural tourism will accomplish mutual contribution and improve both sides’ efficiency in order to achieve mutual benefits. In the future, the government should enhance the coupling development by much support, operation method and supervision.

(1) With regards to the support, our government must take their responsibility to back up. Firstly, government should improve the system of tourism organization, unify the market management, and change separate management at present. Meanwhile, they need to deepen the System Innovation, support the organization of the tourism association to realize the industry self-discipline, and ensure good order in its development. Secondly, government ought to improve rural infrastructure, put rural "Five changes" into practice deeply (involving water improving, road improving, latrine improving, and house improving), fundamentally realize rural "Five opening and connection"(namely post, electricity, bus, telephone, and television). At last, our government should pay attention to the rural environment, enhance propaganda and education, make sure that the rural construction and tourism activities won't exhaust what they can bear in order to realize the sustainable development.

(2) In the aspect of operation, our government is supposed to be a good guider and leader. The new rural construction and the development of rural tourism require the adjustment which fairly satisfies local conditions. Therefore, government should unify its planning and pick up successful models. At the same time, promote educating and training programs to improve the peasants' comprehensive quality, and advocate civilized lifestyle and behaviors in rural areas. What’s more, the effective propaganda plays an important role in rural construction and tourism development. So, the government should instruct to carry forward traditional culture, including material culture (diet and dress etc.) and intangible cultural heritage, and ideational culture etc.

(3) In the terms of supervision, our government ought to endeavor in legislation and law enforcement. In order to attain mutual development of rural instruction and rural tourism, the administration must bring countryside, peasants, and agriculture to the regulation and law, strengthen its management and supervision, and provide guarantee to develop the new rural construction and rural tourism in order and take interests of all parties into consideration.
References


