

## Research Article

# The Interactive Relationship between Rural Ecotourism Development and New Rural Construction under the Background of Internet

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Rural ecotourism is of great significance to the construction of new countryside, including promoting rural social progress, adjusting agricultural industrial structure, and increasing farmers' income. Starting with the basic concepts of rural ecotourism and new rural construction, this study compares and analyzes the development background and main characteristics of rural ecotourism at home and abroad and evaluates the development of rural ecotourism based on the Internet. This study takes Shahe City in Hebei Province as an example to develop rural ecotourism in the new rural construction and analyzes its tourism development status combined with the Internet+. Combined with its development orientation and basic conditions, this study summarizes the main measures for the development of rural ecotourism in Shahe City, Hebei Province, in order to improve the effectiveness of new rural construction. The results showed that the income of Shahe tourism increased by 31.5%, and the income of outbound tourism increased by 8.9%. This shows that the new rural construction can promote the development of rural ecotourism, increase the passenger flow, and improve the per capita income. The new rural construction and rural ecotourism development complement each other.

## 1. Introduction

Rural areas have specific natural landscape and socioeconomic conditions, which refer to the places where workers mainly engaged in agricultural production live in concentrated communities, and are different from cities and towns where people engaged in agriculture live. The village is a regional spatial system. One of the manifestations of the village is land use. At present, most villages are close to residential areas, with large areas and low population density, and they are basically rural forest land. There are many ways to use land. Land use methods mainly include agricultural land, construction land, and unused land. The distance between the cities is relatively small, and the residents' activities and ways of thinking are coordinated with the space, which have become an important feature of the system. In recent years, urban-rural integration has been accelerated, and the boundaries between urban and rural

areas have been clearly blurred. How to define the concept of urban and rural areas has always been an eternal topic that experts and scholars pay attention to. They try to explain their different views and make different interpretations at different levels in the countryside.

Rural ecotourism plays an important role in promoting social progress in rural areas, adjusting the structure of agricultural industry, and increasing farmers' income, and there is huge room for development [1]. The prerequisite for the development of rural ecotourism is to rely on the current large-scale construction of new rural areas to avoid waste of investment and damage the agricultural ecological environment, leading to barren farmland and failure of farmers' investment. Exploiting ideas and improving social and economic benefits and ecological benefits have an effective role in promoting the steady progress of the construction of a new countryside. These measures are inseparable from a certain degree of scientific and technical support. With the

rapid development of information technology and the arrival of the big data era, the development mode of the Internet+ has penetrated into all aspects of people's lives. According to statistics, nearly 200 districts and towns have actively carried out the activities of building and piloting smart cities. Driven by the wave of the Internet+ traditional industry model, China's agricultural informatization is bound to usher in a new climax.

Generally speaking, rural ecotourism has many different definitions. In foreign countries, some scholars believe that rural ecotourism is a form of tourism. It is a variety of leisure activities carried out in rural environments such as farms or pastures and provides accommodation, catering, and other services for tourists. Other scholars believe that rural ecotourism involves multilevel tourism activities, not only agriculture but also natural ecology, such as walking, cycling, rock climbing, adventure, hunting, and fishing, and some are also related to regional and folk customs, sex, education, culture, and traditional tourism. Some experts and scholars believe that tourism activities carried out in the rural environment belong to rural ecotourism, and its publicity point and focus should be on rural scenery. Many scholars have carried out the basic ideas of planning and formulating rural ecotourism. Zhen et al. [2], taking Hutou village as an example, analyzed the basic ideas and key points of rural ecotourism planning from the perspectives of tourism resources, development goals, planning and construction priorities, and tourism resources protection and achieved the goal of building a beautiful village [3]. The impact of rural ecotourism on the economy, society, culture, and environment in the desert area of Dhabala Shirkooh village, Yazd Province, Iran, was investigated. Kristin [4] discussed how Lebanon's ecotourism attractions and excursions present a spatial narrative, which is characterized by the desire to build a comprehensive country that connects rural and urban areas on different ecological terrains. Nihayah [5] evaluated data based on field surveys and questionnaires through SWOT analysis (strengths, weaknesses, opportunities, and threats) and showed that the appropriate strategy of the tourist village is a reversal strategy, which means that the village's internal problems must be minimized for a change. Seize market opportunities, restore infrastructure, and take advantage of the diversity of the ecosystem [6]. The new countryside construction plan should follow the principles of "production development, well-off life, rural civilization, clean countryside, and democratic management," analyze the basic ideas of new countryside construction and development, and then summarize the connotation and elements of the concept of rural landscape. It can be found that many related research studies on new rural construction are at the theoretical level, without combining the current era background and scientific and technological background. Therefore, this paper is innovative in the method and discusses the interactive relationship between rural ecotourism development and new rural construction in the context of the Internet based on the characteristics of the times.

The construction of new countryside will drive the overall development of the village, including tourism, and

the effective construction of tourist attractions in the village will promote the development of tourism economy. Based on the above research, this article starts with the basic concept of rural ecotourism and the construction of new countryside, comparatively analyzes the development, background, and main characteristics of rural ecotourism at home and abroad, and evaluates the development of rural ecotourism in China. Second, it analyzes the relationship between rural ecotourism and the construction of a new countryside and discusses the significance of developing rural ecotourism for the construction of a new socialist countryside from multiple angles and levels. Third, taking the development of rural ecotourism in Shahe City, Hebei Province, in the construction of new rural areas as an example, the current situation and analysis of tourism development are analyzed. According to its development orientation and basic conditions, the development of rural ecotourism in Shahe City, Hebei Province, is summarized. The main measures and effects to promote the construction of a new countryside. Data show that Shahe tourism revenue increased by 31.5% year-on-year, and income from receiving foreign tourists rose by 8.9%. Finally, some suggestions are made for the development of rural ecotourism and new rural construction in China. It is pointed out that the development of rural ecotourism needs to adhere to government leadership, pay attention to brand building, launch excellent rural ecotourism demonstration bases, implement differentiated competition, and strengthen the overall level of services. To develop a new rural construction, we must establish a government-assisted platform that is people-oriented; planning units take the initiative to grasp the source of the design, identify entry points and strengthen publicity, increase education in rural areas, and cultivate backup talents for new rural construction. The research contents are shown in Table 1.

As can be seen from Table 1, the first chapter is introduction; the second chapter is relevant theoretical explanation; the third chapter is about making a case study according to the situation in Hebei Province; the fourth chapter is about summarizing and discussing the new rural construction; and the fifth chapter is conclusion.

## 2. The Proposed Method

### 2.1. New Rural Construction Theory

*2.1.1. Connotation of New Rural Construction.* China is one of the largest agricultural nations in the world. According to the data released by the National Bureau of Statistics in 2019, we can see that the total rural population in China is 72.135 million, which is nearly half of the total population of the country. At present, China has a large rural population base, a large gap between urban and rural areas, and backward infrastructure. The "three rural issues" are still the most important issues in the process of social development. The construction of a new socialist countryside and measures formulated by the state are important strategies for promoting rural economic development in an orderly manner. The construction of a new socialist countryside refers to the

TABLE 1: Research situation table.

1	Introduce
2	Relevant theoretical explanation
3	Make a case study according to the situation in Hebei Province.
4	Summarize and discuss the new rural construction
5	Conclusion

economic, political, cultural, and social construction of the countryside in accordance with the requirements of the new era under the socialist system and finally to realize the construction of the countryside into economic prosperity, perfect facilities, beautiful environment, and civilization, the goal of a harmonious new socialist countryside.

### 2.1.2. Basic Requirements for New Rural Construction.

The construction of a new countryside must pay attention to the five aspects of “production development, ample living, civilized villages, tidy villages, and democratic management.” The production development optimizes the agricultural structure and develops the characteristic agricultural economy to promote the farmers to live a prosperous life. Only after living a prosperous life, can we improve various mechanisms to help farmers generate income again and begin to pay attention to village civilization, do a good job in the construction of rural spiritual civilization, and create a harmonious and stable countryside. At the same time, we should also pay attention to the cleanliness of villages, using green energy to keep the environment clean. The most important thing is to manage people’s livelihood, strengthen grassroots democratic autonomy, and reshape the government’s power over farmers. These five aspects are mutually reinforcing and closely linked. Figure 1 shows the five basic requirements for new rural construction and their overview.

Production development is to continue to optimize the agricultural structure, develop a characteristic agricultural economy, and cultivate new points for increasing production and income in rural areas. We must continue to promote industrialization, scale, standardization, and intensification and cultivate leading agricultural enterprises with market competitiveness. We must increase investment and investment efforts to form a new agricultural industry and then promote the construction of a higher-level and higher-quality new countryside.

Ample life means perfecting various mechanisms, helping farmers generate income and increasing income, adjusting land ownership relations, and implementing a land transfer system to enable large-scale land management. It is necessary to reimprove the governance of agricultural population, improve labor relations, and reform the household registration system. We must make every effort to safeguard the legitimate rights and interests of farmers, maintain fairness and justice, actively improve farmers’ production and living conditions, rationalize the distribution relationship, improve the basic insurance system to help farmers resist risks, and increase efforts to reduce the burden on farmers, so that farmers fully enjoy dividends from the results of tax reform.

Country-style civilization is to pay close attention to the construction of rural spiritual civilization and create a harmonious and stable countryside. We must oppose unscientific, uncivilized, and unruly life concepts, resolve the contradiction between material civilization and spiritual civilization in multiple ways, and create a culture that is more in line with rural reality and farmers’ needs in terms of content, means, technology, and form. Efforts should be made to educate farmers on forms and policies, protect the rural ecological environment, and ensure the ideologically comprehensive process of building a well-off society.

Villages are clean and tidy, which is to promote the use of green energy, keep the environment tidy, and carry out projects focusing on cleaning. It is necessary to increase capital investment, carry out rural road hardening and transformation, improve the rural environment, and further improve the situation of poor and dirty villages. It is necessary to vigorously promote the use of green energy, reduce the harm to mountain forests and grasslands, and promote the popularization of clean energy such as biogas and natural gas; we must pay attention to the establishment of a multi-agent common supervision mechanism and improve the management level and quality through democratic governance to ensure rural ecological civilization.

We must manage democracy, strengthen democratic self-government at the grassroots level, fully respect the autonomy of peasants’ self-government subjects, return the power of internal governance to farmers, and further strengthen legal construction and legal education, so that villagers can abide by disciplines, laws, and regulations and build legal countryside. We must simplify administration and decentralize power, regulate the functions of grassroots governments, and make grassroots governments more democratic and legalized when conducting rural governance; we must further strengthen supervision of rural areas, mobilize the enthusiasm of supervision of multiple parties, and maintain the supervision rights of farmers. Channels establish a mechanism for rural complaints and suggestions and strengthen inspections of public security in rural areas, making farmers’ lives happier, safer, and more dignified.

## 2.2. Other Theories

### 2.2.1. Sustainable Development Theory.

Sustainable development is development that does not harm the interests of future generations and can meet the needs of contemporary people. We must emphasize on economic development while paying attention to protecting the environment, ecological protection, and harmonious development of economic development. The mode of coexistence between man and nature has changed from traditional to modern, and attitudes towards nature have gradually changed. The environment and the economy have been balanced. Several principles of sustainable development should be adhered to and summarized into four aspects. Figure 2 shows the four principles of sustainable development theory.

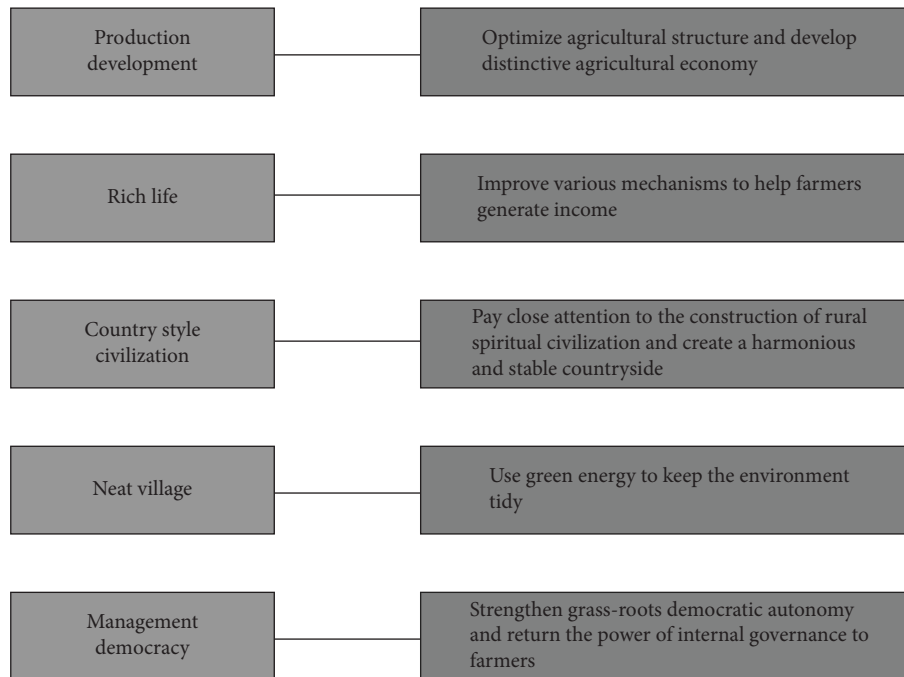


FIGURE 1: Five basic requirements for new rural construction.

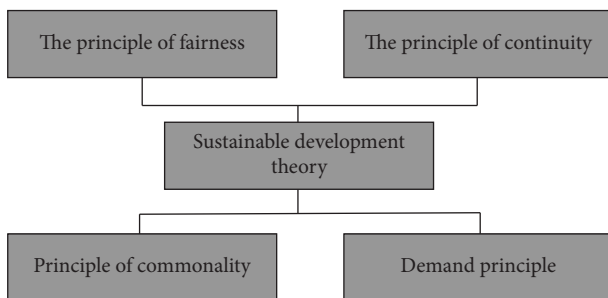


FIGURE 2: Four aspects of the principles of sustainable development theory.

The principle of fairness: The pursuit of the principle of fairness must be considered from two aspects. The first is that from a vertical perspective, the interests of future generations and the needs of contemporary people need to be respected, and there is no difference and equality between the two. While we develop resources to meet the needs of modern and contemporary times, we must consider the issue of fairness to future generations, and we cannot build the happiness of contemporary generations on the suffering of future generations. Future generations have the same rights as modern people to enjoy Mother Earth. Second, from a horizontal perspective, the power of everyone living in modern and contemporary times is equal, and no one's rights can take precedence over others. Everyone should enjoy all kinds of resources equally and fairly. Distribution of benefits.

Sustainability principle: The earth's bearing capacity is limited. People cannot exceed the earth's bearing range. Exploitation of resources should be moderate and follow a long-term sustainable development situation. Therefore, we

cannot accept all production modes that are based on polluting the environment and abusing resources. We should establish low-energy, low-pollution, high-efficiency industries, and production modes. Furthermore, we must use clean energy, promote the protection of the environment and resources, reduce waste, and change. The situation of environmental pollution promotes human and environmental friendly development.

The principle of commonality: The earth is not only the place of one person or of one country but the place where all people and all nations of the world live and develop. Everyone, every organization, and every country have the right to use and develop the resources on the earth. Similarly, the environment of the earth also needs to be maintained by every country, every organization, and everyone. The problems caused by the waste of resources and environmental pollution are global and holistic. We must analyze and respond to the overall concept. While meeting the growing needs of people, we must also properly unite to protect the planet, the beauty of the environment, and make the sustainable use of resources.

Demand principle: it meets everyone's needs and provides better life opportunities. Sustainable development should also follow the principle of demand, which needs not only the needs of the present but also the needs of future generations. We do not compromise the needs of future generations and appropriately meet the needs of contemporary people. The same is true for the development of rural ecotourism. It is necessary to meet the growing needs of people's spiritual civilization, maintain the rural ecological environment and local customs with the concept of sustainable development, and promote rural economic growth and rural social progress.

*2.2.2. Governance Theory.* Governance theory emphasizes that social governance is common and requires multiple subjects to coordinate and cooperate with each other to play a role and form diversified management [7–9]. Rural ecotourism is a social phenomenon, and its survival and development are also an important content of social governance. Therefore, it is necessary to rely on the theory of governance, give play to the enthusiasm and initiative of various subjects, promote government, enterprises, rural social organizations, farmers, tourists, and other multiparticipants participate in governance, jointly promote and play the active role of governance theory in rural ecotourism planning, development, management, and decision-making, and enjoy the dividends of rural ecotourism to promote economic development and improve people's income and living standards. Moreover, governance must ultimately lead to good governance, so that the relationship between rural economic society and the ecological environment can be straightened out and a sustainable development situation can be formed.

*2.2.3. Theory of Tourism Economics.* Tourism economics analyzes a contradiction that exists between the supply and demand for tourism products and services. This contradiction runs through the entire process of tourism economic behavior, and it provides an analysis of this economic subject that is different from other economics and different from other sciences [10–12]. The confrontation between the supply and demand of tourism products and services will definitely lead to different economic conditions, as well as various economic relations and contradictory movement laws. Therefore, tourism economics mainly analyzes economic conditions, relationships, and the operating laws of tourism activities. The internal contradiction is between tourism economic activity in tourism demand and supply, and the external conflicts of interest are tourists in the tourism industry, the operator's tourism products, and the government of the destination country or region. Tourists get the most enjoyment and satisfaction from the purchase of tourism products, and people who operate tourism products can get the maximum profits by selling tourism services and products. At the same time, in this process, countries or regions can obtain economic and social benefits [13–15].

*2.3. Integration of New Rural Construction and Rural Ecotourism.* The interaction between new rural construction and rural ecotourism is the core. The core of the construction of interactive tourism should be based on economic development and expand the precise "urban-rural" development strategy in the composition, so as to experience the connotation of ecology in the process. Therefore, in the new rural construction, we should conduct comprehensive and detailed research on the environment, start from the urban forest coverage, and build ecotourism on the basis of stable economic development. In the process of construction, the local culture of Yiyang City should be integrated into the construction of ecotourism, so as to realize the ingenious combination of vacation and green and highlight the vitality of characteristic tourism.

*2.3.1. Relationship between New Rural Construction and Rural Ecotourism.* The new rural construction has laid a good social environment for the sustainable development of rural ecotourism. At the same time, it is also changing the concept of rural ecotourism. In the context of the new rural construction, various regions have carried out rural ecotourism construction annual activities in various forms. Displaying local modern agricultural products and special products, exchanging experiences, promoting the production and sales of local agricultural and sideline products, and laying the industrial foundation for the development of rural ecotourism are considered. In order to improve farmers' ability to engage in agricultural and nonagricultural industries, in recent years, the agricultural sector has launched projects such as the "new-type farmers training project," calling on farmers to participate in quality and skill training, which has caused a huge change in the ideological quality and ability structure of rural residents. It also provides a continuous supply of reserve talents for the continuous development of rural ecotourism. Judging from the practice in various places, the rural ecological environment, traffic conditions, and village appearance have changed. Rural infrastructure, ecological environment, production and living conditions, transportation, communication, sanitation, and drinking water conditions have also improved. Of course, it is necessary to achieve comprehensive improvement, we still need a process, and now, we are on the road to deepening development.

The development of rural ecotourism has become a new growth point of the rural economy. Because a large amount of agricultural land was expropriated, a large amount of surplus labor found it difficult to find employment in the rural areas. As a result, they had no choice but to go out to work in cities and increase the pressure on urban employment. However, the development of rural ecotourism has brought employment opportunities and attracted a large number of people. Migrant workers returned to home to engage in service business activities. At the same time as the development of rural material civilization, the development of rural ecotourism has enabled good communication between urban and rural residents, between different nationalities and regions, and even between different countries. Many foreign friends are very close. I like China's rural ecotourism resources, and some of them have married and settled with local villagers and started to engage in business activities. This has greatly strengthened the friendship between people and enabled foreigners to understand China's national conditions, and it is also beneficial to farmers. By having a broad perspective, abandoning old ideas, and changing bad habits, many ethnic regions can not only speak fluent Mandarin but also some foreign languages by developing rural ecotourism.

*2.3.2. Significance of Integration and Development of New Rural Construction and Rural Ecotourism.* Rural ecotourism plays an important role in promoting social progress, agricultural industrial restructuring, and increasing farmers' income in China's rural areas. There is huge room for

development. The prerequisite for the development of rural ecotourism is to rely on the current large-scale construction of new rural areas, avoid investment waste, destroy the agricultural ecological environment, and lead to barren farmland and farmers' investment failures. Development ideas improve social economic and ecological benefits and have an effective role in promoting the steady progress of new rural construction. Figure 3 shows the significance of rural ecotourism to the construction of a new countryside.

First, one must optimize the structure of the agricultural industry. The economic structure of the local industry has changed with the development of rural ecotourism, and new impetus has been developed in production. With the increase of consumer demand, the related industrial chains such as processing and transportation of local specialty products such as agricultural and sideline products will also be driven.

Second, one must raise the level of farmers' income. Local farmers have become rural ecotourism operators and have achieved good returns. In the development of rural ecotourism, there are many ways and means to resolve employment and increase income. Farmers can earn a good income without going to the city to work, and on the one hand, they can support their families and take care of their wives, children, and parents. They increase their income by working for hours, building hotels, opening restaurants, and selling specialty products and handicrafts. In addition, through the intervention of the government and village committees, they can also participate in the project to increase their dividends.

Third, one must enhance rural cultural connotation. The development of rural ecotourism has brought new information and new ideas. Farmers' desire for cultural knowledge has been further strengthened. The quality of farmers has been affected by foreign tourists, and they have begun to actively learn about culture and technology. Many villagers have also learned Mandarin, foreign languages, and computers; as a result, the overall quality and spiritual civilization of farmers have greatly improved.

Fourth, attach importance to ecological and environmental protection issues. Through digital and advanced means such as information networks, focus on instilling environmental protection knowledge, strengthening environmental awareness, and appropriately using some negative teaching materials to stimulate local farmers' attention towards ecological and environmental protection to better protect their own environmental resources, ecological resources, and cultural resources and strengthen sustainable development in rural areas. Finally, strengthen farmers' initiative and participation. Adhering to the method of democratic management and implementing independent decision-making and democratic decision-making by farmers, such a development of rural ecotourism, can really promote the construction of a new countryside.

### 3. Experiments

*3.1. Basic Situation of Shahe City, Hebei Province.* Shahe City is a prefecture-level city in Henan Province. It is close to the

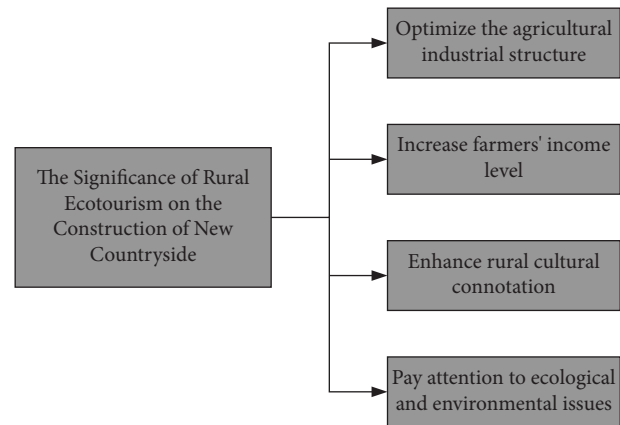


FIGURE 3: The significance of rural ecotourism to the construction of new countryside.

Taihang Mountains and is dominated by plains. Shahe is adjacent to Shandong Province to the east, Shanxi Province to the west, Hengshui City and Shijiazhuang City to the north, and Handan City to the south. Shahe City is 185 km long and 80 km wide with a total area of approximately 12364 km<sup>2</sup>. There are many mountain peaks, beautiful mountains and clear waters, vast land, fertile land, abundant products, and relatively developed agriculture in the area. Shahe is also rich in resources, including ferrous metals and coal. The traffic in the area of Shahe is very convenient. There are many famous railways passing through, such as Beijing–Kowloon line and Beijing–Guangzhou line. In addition, there are many expressways. Because it is close to the Grand Canal, water transportation is also relatively fast. The Shahe Municipal Government has made great efforts in the integration and optimization of the economic structure, and the economy has reached a new level, and the people's living standards and happiness index have been improved. The tertiary industry, especially the tourism service industry, has made great progress. In 2019, Shahe received 17.139 million domestic tourists, an increase of 22.3%. The income from tourism in Shahe City reached 13.86 billion yuan, an increase of 31.5%. The average amount of money spent per person was 826.3 yuan/person-time, an increase of 58.4 yuan/person-time. Last year, it received 2,488 foreign tourists, an increase of 26.8%, because receiving foreign tourists brought in \$ 5.686 million in money income, an increase of 8.9%. The income and living standards of urban and rural residents have improved to a certain extent.

#### *3.2. Analysis of Integration Development of Rural Ecotourism and New Rural Construction in Shahe City, Hebei Province*

*3.2.1. Analysis of Development Advantages.* The integration of rural ecotourism and new rural construction will promote the common development of both, resulting in a series of advantages, as shown in Figure 4.

It is a very long journey to promote the growth of rural ecotourism and the construction of new countryside. Based on this goal, the author believes that it should be promoted from three aspects.

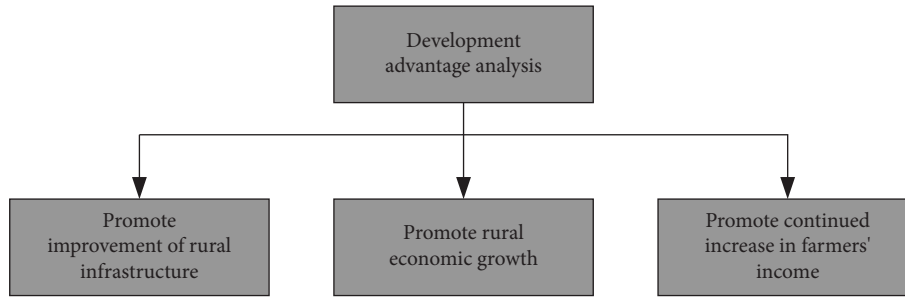


FIGURE 4: Development advantage analysis.

First, promote the improvement of rural infrastructure. Rural ecotourism has become a driver of rural collective economic growth, which has greatly strengthened farmers' affordability. Village enterprises and farmers also have the conditions and talents to accelerate the development and completion of rural infrastructure construction and have adopted effective measures for a long time. Infrastructure maintenance and supervision. Rural ecotourism promotes the improvement of rural infrastructure and promotes the goal of "clean village appearance."

Second, promote rural economic growth. For a long time, China has still been dominated by the plantation industry, where the rural economy is relatively poor and farmers' income is relatively small. Through the rational and effective integration of tourism and old style agriculture, expand the agricultural production and management boundaries, increase the added value of agricultural products, promote the formation of new industries, promote the integration of the three industries, and catalyze the mutually reinforcing and growing industries. Based on various rural resources, combining rural ecotourism with the vital interests of farmers, and thus starting to promote tourism and agriculture, is a key measure to promote the process of new countryside and to efficiently optimize the rural industrial structure.

Finally, promote the continuous increase of farmers' income. Tourism requires industries with a large labor force and is highly coupled. The World Tourism Organization believes that tourism can bring employment opportunities, create 6-8 labor positions, and greatly increase the supply of employment. Rural ecotourism enables many farmers to use tourism behaviors and their own space, and based on rural natural resources, they can get rich without going out of their homes and exchange space for wealth to achieve nonvirtual employment. According to statistics, serving 100,000 people each year, this rural ecotourism site can place 300 employment opportunities for farmers, bringing higher income to 100 families.

3.2.2. *Analysis of Development Disadvantages.* Today, Xingtai's rural ecotourism has grown to a certain degree and has achieved excellent results, which is of great benefit to the construction of a new countryside. However, because it is still in the initial stage of development, rural ecotourism not only brings great opportunities but also brings negative impacts on culture, ecology, and concepts.

First, the negative impact on the rural economy. The existence and growth of rural ecotourism has opened up the income difference between farmers. The quality and skills of people are different, as are farmers. Therefore, each farmer gains different benefits in the process of rural ecotourism growth, which has widened the gap between farmers.

Second, the leakage of rural ecotourism is critical, especially in rural areas where the economy is so poor. Economically sound regions can take a variety of measures to respond, such as collective investment and mutual cooperation, and increase their income through equity participation. However, the economically backward regions have dependence on foreign investment and products and bring low income to the localities. They cannot achieve the objective of promoting economic growth, but affect the stability of rural product prices. Urban residents who come to rural ecotourism have relatively good economic conditions and high consumption tolerance. Therefore, they are willing to pay more than the value of commodities to buy tourism products, which will increase animal prices. Therefore, if a large number of tourists enter rural areas, prices will rise, but the income of rural residents has not increased, and high consumption has increased the burden on farmers.

Traditional culture has been eroded. The existence and growth of rural ecotourism can indeed protect the ecology and maintain the environment to a certain extent, but the entry of a large number of tourists will also have a certain impact on culture. For example, some historical and cultural streets, in order to meet the needs of tourists, carry out game halls, movies, and other business activities, as well as matters that are not in harmony with local customs, which distorted the value of rural ecotourism growth. In the long run, it will cause damage to the growth of local rural ecotourism. Figure 5

Therefore, while developing the rural tourism economy, we need to pay close attention to the changes of farmers' income and commodity prices as well as the protection of traditional culture. Only in this way can the rural tourism economy develop sustainably.

## 4. Discussion

4.1. *Pilot Work on the Integration of New Rural Construction and Rural Ecotourism.* Shahe City has indeed invested a lot of time and energy in the new countryside. It has also implemented pilot projects in some places and has achieved

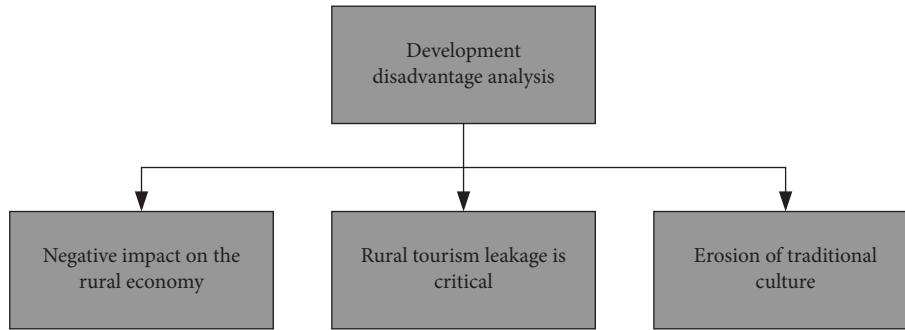


FIGURE 5: Development disadvantage analysis.

certain results. Table 2 shows some basic conditions of new rural construction in Shahe City. Table 3 shows some of the results achieved by using Shahe City as a new rural construction complex. Figure 6 shows the number of domestic and foreign tourists received by Shahe City in 2019 and 2018. Figure 7 shows that Shahe City’s tourism revenue in 2019 is compared with that in 2018.

It can be seen from Figures 6 and 7 that from 2018 to 2019, the number of domestic and foreign tourists and tourism income in Shahe City increased.

*4.2. Problems and Countermeasures for the Integration and Development of New Rural Construction and Rural Ecotourism.* The promotion mechanism of rural tourism to the construction of new countryside is shown in Figure 8. Xingtai’s rural ecotourism has grown to a certain degree and has achieved excellent results, which has great benefits for the construction of a new countryside. However, as a whole, it is still in the initial stage of development and there are still many problems in the integrated development of rural ecotourism and new rural construction. Figure 9 shows four basic issues that arise in the integrated development of rural ecotourism and new rural construction.

Looking at the practice of rural ecotourism at home and abroad, combined with the basic situation of Shahe rural ecotourism development, it can be found that rural ecotourism helps promote the development of “agriculture, rural areas, and farmers,” promote rural economic development, increase farmers employment, and improve farmers’ quality of life. To better promote the development of rural ecotourism, promote the rural economy, and play a more active role, propose the following countermeasures and suggestions. Figure 10 shows the strategies of the interactive development model of new rural construction and rural ecotourism.

*4.2.1. Improve Government Policies for Rural Ecotourism.* In order to promote the healthy and orderly development of rural ecotourism, the government needs to play a strong safeguard role, play a leading role, and at the same time, play the role of nongovernmental organizations. The government can increase investment in policies, relax market access, tax incentives, and support policies for tourism operators. At the same time, it can reform infrastructure facilities, increase

TABLE 2: Some basic situations of new rural construction in Shahe City.

Change water	286 households	Water improvement rate is 95%
Toilet modification	292 households	95% toilet modification rate
Reroute Sewer	230 m	Rerouting rate is 86%
Site hardening	1530 m	—
Trash removal	4000 m <sup>2</sup>	—
Plant tree	200 t	—
	500 trees	85% survival rate

TABLE 3: Achievements of Shahe new rural construction complex.

Area	2000 acres
Total investment	1.4 billion
Involving farmers	More than 200 households
Involving farmers	More than 800 people
Taoyuan and Liyuan bases	90 acres
Farmhouse	4 homes
New farm house	51 households

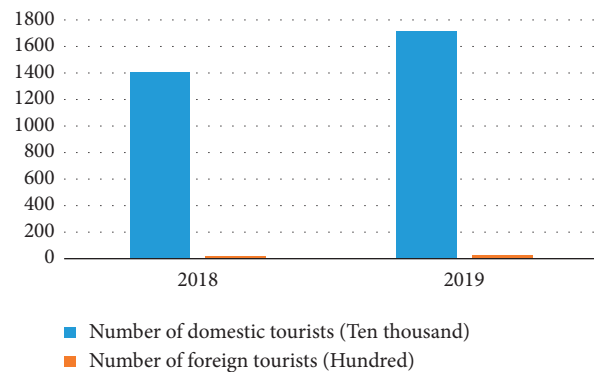


FIGURE 6: Comparison of the number of domestic and foreign tourists received in 2018 and 2019.

financial investment, standardize the market system, and increase publicity to address rural tourism development. Bottleneck.

*4.2.2. Adapt to Local Conditions and Create Special Tourism Products.* The key to improving the attractiveness of rural ecotourism is to tap the characteristics of the countryside



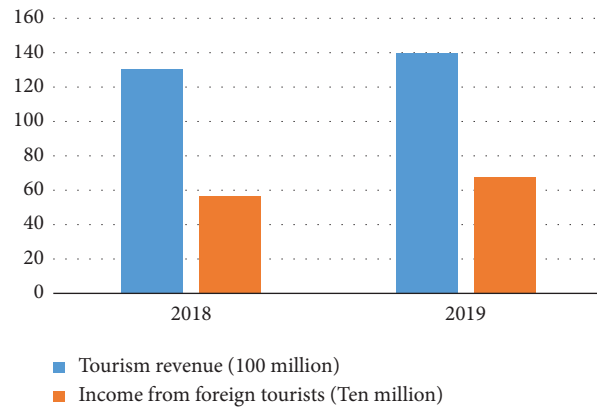


FIGURE 7: Comparison of tourism revenue in 2018 and 2019.

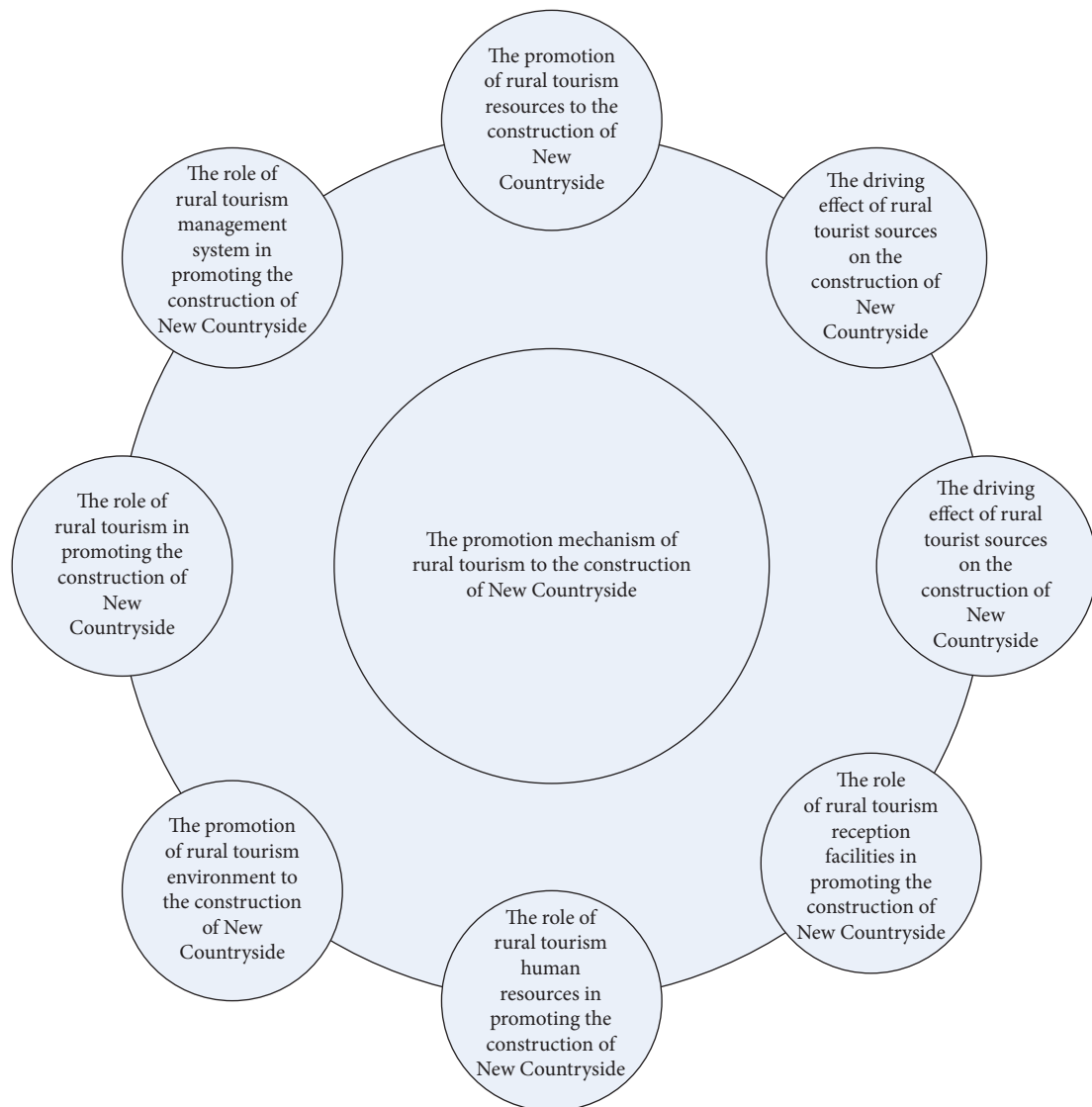


FIGURE 8: The promotion mechanism of rural tourism to the construction of new countryside.

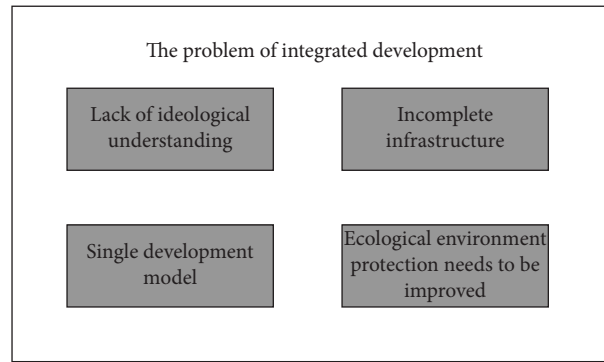


FIGURE 9: 4 basic issues of integrated development.

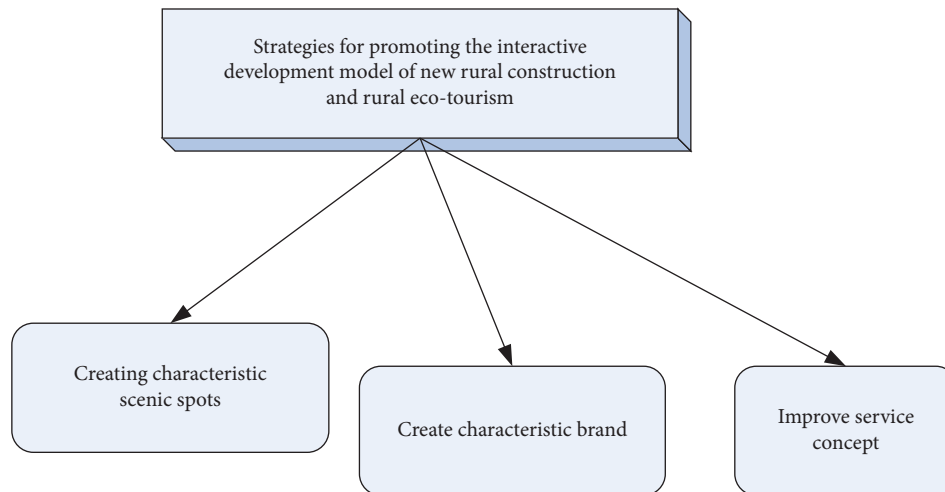


FIGURE 10: Strategies for promoting the interactive development model of new rural construction and rural ecotourism.

and create unique customs. The most essential local culture of the countryside, rural features, and rural characteristic products are the specific carriers for the development of rural ecotourism. By summarizing the experience of local ethnic style, living customs, and rural ecotourism, it can be found that the theme is concentrated in a typical positioning of industrial products, that is, the theme of experience. The theme of rural ecotourism should show the characteristics of rural ecotourism, according to the needs of the tourism market, highlight the characteristics, and strengthen the theme, in order to satisfy tourists' awareness, feelings, and experiences of cross-cultural differences and enhance the attractiveness of rural ecotourism. In addition, leisure and agricultural tourism operators can establish long-term cooperation mechanisms with travel agencies to maximize their own publicity, strive to expand market influence, and win more customers; in addition, they should also communicate with surrounding small towns activities, establish an information communication platform, learn from each other, and focus on joint marketing.

**4.2.3. Strengthen Marketing Efforts.** The development of rural ecotourism must adhere to the core principle of sustainable development. However, the construction of rural

ecotourism exceeds the environmental carrying capacity, causing environmental pollution, wasting resources, and restricting the balanced development of local economy, society, and ecology. Therefore, the development of rural ecotourism must adhere to the implementation of sustainable development strategies, strictly in accordance with the "green development" concept proposed by the 18th Third Plenary Session, adhere to resource conservation and environmental protection, adhere to sustainable development, resolutely take production and development, and live a wealthy well-developed and ecologically sound development path, accelerating the construction of a resource-saving and environment-friendly society and forming a new social structure.

**4.2.4. Regional Linkage and Common Urban and Rural Development.** The development of rural ecotourism in China is still in its infancy, low level, and immature. The nature and external effects of its public goods are obvious. Therefore, the development of rural ecotourism needs to rely on local famous scenic spots and linkages with regions. Development of various points should be linked to rural ecotourism and scenic spots, integrate various types of tourism resources, form a component of regional tourism

products, and give play to the linkage effect of regional tourism.

## 5. Conclusion

Tourism is a developing industry with the development of social economy. Rural ecotourism is a new type of rural development industry that mobilizes the participation of rural villagers, promotes the development of rural industries, increases farmers' income, and can effectively solve the employment problem of rural surplus labor. Improving the quality of life of farmers is of great significance to the construction of a new countryside.

The development of rural ecotourism has effectively solved the problem of farmers entering cities and retaining young adults and some talents. One must promote urbanization, expand rural demand, stimulate consumption growth, and benefit rural areas. Deeper conflict resolution. At the same time, the development of rural ecotourism is also a requirement for building "beautiful villages," attracting more tourists to pay attention to the countryside, and narrowing the gap between urban and rural areas. Promoting the development of rural ecotourism inevitably cannot be realized without the support of science and technology.

This article analyzes the current situation in Shahe District. First, it reviewed the development of rural ecotourism at home and abroad and analyzed the development of rural ecotourism in China. The experimental results show that the income of Shahe tourism increased by 31.5% and the income of outbound tourism increased by 8.9%. In addition, one must combine relevant theories and big data technology to carry out rural ecotourism research in Shahe District. The detailed analysis of the advantages and disadvantages summarizes the current main problems and puts forward specific countermeasures to promote the construction of a new ecotourism countryside based on the current situation.

In the research, although a large number of documents and materials have been consulted, the understanding of rural construction in Xi'an is still not profound. In the analysis of this paper, only the situation in Hebei is analyzed, and there are still some limitations. The authors hope that this situation can be deeply analyzed in the follow-up research.

## Data Availability

No data were used to support this study.

## Conflicts of Interest

The authors declare that they have no conflicts of interest.

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