

Discussion on the Sustainable Development of Rural Tourism in Inner Mongolia: Based on the Perspective of Rural Tourism Development

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Abstract

Since the 1960s, the rural tourism in European and American countries has become a large industry, rural tourism in China started to develop in the late 1980s. Based on the research on development patterns of rural tourism at home and abroad, the rural tourism development in Inner Mongolia can be divided into several patterns. The pattern of contempt agriculture and animal husbandry business income; the pattern of improving national culture connotation of rural tourism constantly; the pattern of mutual promotion of ecological leisure agriculture and animal husbandry and tourism; the pattern of several business fusion from the perspective of rural tourism industry. From the perspective of the rural tourism development patterns, the author proposed excavating rural tourism cultural connotation is the basis for sustainable development in Inner Mongolia; pay attention to the particularity of agricultural landscape, construct rural tourism activities ecological systems; adjust measures to local conditions, combine the rural tourism aesthetics with science together; pay attention to three parties participate in the rural tourism activities, especially to the Inner Mongolia local farmers and herdsmen. The rural tourism unique image should be set up soon and it will promote the sustainable development of rural tourism in Inner Mongolia.

Key words: Rural tourism; Development pattern; Tourism development; Sustainable development

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1. THE STUDY ON THE ORIGIN OF RURAL TOURISM AT HOME AND ABROAD AND RURAL TOURISM DEVELOPMENT PATTERN

1.1 The Origin of the Rural Tourism at Home and Abroad

Rural tourism originated in the middle of the 19th century in Europe, it is widely regarded as a kind of the effective means to prevent the decline of agriculture and increase rural incomes and rapidly spread around the world as a tourism form. The establishment of Italy "agriculture and the national association" marks the beginning of modern rural tourism in 1865 (Sun, 2001). Since the 1960s, the rural tourism has developed rapidly and formed a huge industry in the European and American countries. Rural tourism in China started in the 1950s, developed in the late 1980s. Famous scenic spots of suburban, urban and former revolutionary base areas and areas inhabited by minority nationalities are three main rural tourism destinations of China (He, 2001). In the early 1990s, as a form of poverty reduction and agricultural industrial structure adjustment, rural tourism in Shufang village, Long Quanyi suburb, Chengdu, the Sichuan capital of leisure, led by the success of the peach flower festival demonstration and is quickly spread all over the country (Xiao, Ming, & Li, 2001). The rural and local characteristics are considered to be the core of rural tourism.

1.2 The Study of the Patterns of Rural Tourism Development at Home and Abroad

Because of the difference in resources endowment, the development of rural tourism also has different patterns in China. Guo and Liang (2009) have discussed the rural tourism development pattern of developed areas in their paper. Zou (2006) has discussed the rural tourism development pattern of underdeveloped areas of rural tourism. In addition, there are also some scholars have discussed the rural tourism development patterns in their paper. According to the rural tourism and its related words such as “rural tourism development patterns” appeared in search engine of internet, according to the frequency of the sorting, we can finish the development of rural tourism at home and abroad patterns summarized as seven kings. The author has put forward the problems of rural tourism development patterns and related strategy of sustainable development in Inner Mongolia.

1.2.1 The Refinement of Urban Suburban Rural Agricultural Development Pattern

Rural tourism programs favored by tourists usually come in a “live farmyard, farmhouse meal, involved in farming activities” as the main content in China, and tourists also pick all kinds of agricultural crop harvest in tourism activities. With the adjustment of rural industrial structure, agricultural harvest, sightseeing, home stay facility, such as design and development of tourism projects, become an important way of promoting the development of rural tourism. One of the main pattern of rural tourism development is relying on the agricultural resources or ranches products in the city suburbs of China, developing agricultural harvest, farming activities project experience and basic knowledge education about agriculture, forestry, pasture to visit experience, rural folk cultural tourism activities etc., refining and around according to geographical features. Yang Jiancui has researched agricultural tourism development pattern of Chengdu suburban, according to regional geomorphic characteristics. Its development pattern is divided into low hills, mountains and plains, etc., as a case study of Chengdu Pixian county and Longquanyi as an example for the empirical study (Yang & Liu, 2011). Lu and Liu (2002) put forward the local resources characteristic fragmentation development pattern according to the characteristics of the Hunan. SO the Urban suburban rural agricultural development patterns are further refined.

1.2.2 Three Participations of the Rural Ethnic Culture Protection and Development Patterns

Along with the main consumers’s culture level of the rural tourism is gradually improved, rural tourism that the social strata and tourists in different ages are increasingly keen to participate becomes popula. Perales RMY put forward the consumption structure, the

consumer demand structure, the preference structure of rural tourism are changed accordingly in 2007. Among the more prominent feature are the rural amorous feelings of natural interest and hobby of fishing and other recreational activities. How to protect the country in the development of rural tourism resources well, Jin (2003) proposed the national culture protection development patterns participated by the tourists, tourism development managers and community residents of three participations above. Zheng and Zhong (2004) thought of the community participation pattern is the best choice. But in the three participations patterns, the other two participations are decided by the policies instituted of local tourism managers. So the managers formulate local tourism development policy can stimulate the local residents and community participation in rural tourism development, is the best way to attract tourists.

1.2.3 Use the Rural Culture and Natural Ecology Tourism as a Fundamental of the Basic Rural Tourism Development Pattern

With the development of rural tourism, some scholars have focused on the village folk culture, protection of natural ecology in their research. Therefore, in the development of rural tourism, pay attention to the protection of the rural culture, delay the process of cultural alienation at the same time is quite necessary. Some scholars also put forward rural tourism should be based on a historical and cultural resources development and abandoned farms, factories and mines, the cutting field, a civil war site address, celebrity country historical sites etc. (Wen & Wei, 2002). Some countries, including China generalized the rural cultural tourism products, including rural folk customs, folk culture, farming culture, farmhouse, festival activities, rural village, home non-material cultural heritage, etc., to improve cultural connotation of the rural tourism.

Some scholars believe that we must pay attention to the protection of the natural ecological environment in the country which can keep sustainable development of rural tourism. By comparing the development of rural tourism at home and abroad, Wang Bing put forward China’s rural tourism must be closely integrated with ecological tourism and cultural tourism with the high quality of the rural tourism products. Yang Shengming in Guizhou province tourism bureau put forward to develop the culture and the natural ecology innovation of the rural tourism development model in 2012.

1.2.4 Pay Attention to the Importance of the Tourism Experience Development Pattern of Rural Tourism

Experiential rural entertainment project in China is early days, so we should actively learn from the mature experience of foreign countries. For example, experiential recreational project has become the important feature

of rural tourism in France, visitors can take a tour of the vineyard and the tunner in the countryside and participate in the whole process of wine making. The can understand the wine making, wine history, culture, etc., also they can visit the ancient castle in France to learn French history and culture, religious culture, architectural culture, art culture, etc. (Li, 2004). Local residents may share with visitors their region's history, culture and natural heritage, even further let visitors go into their lives, such as inviting visitors to arrive their home as guests, or selling the local specialty to the tourists. Cohen put forward that the government is also known as the "cultural broker" in 1988. The government will help the parties to build a bridge of communication, in order to reduce the distance between tourists and destination residents and developers, so the tourists can get more travel experience in rural destinations (Kastenholz & Sparrer, 2009). Mossberg put forward that rural tourism can be designed in different tourism experience to attract and meet the needs of special markets according to the diversity of the rural tourism resources in 2007, different types of visitors will experience these resources and this is beneficial to all the potential stakeholders.

1.2.5 The Rural Tourism Products Have Developed From The Sight-Seeing Pattern to Multi-Function Service Pattern

In the early 1960s, Spain government carried out on the farm and the manner of planning and construction in the development of rural tourism project, provided hiking, horseback riding, hang gliding, mountain climbing, rafting, farming activities and other recreational projects, held various forms of farming, natural classes, training school, etc., started to develop the rural tourism in the modern sense (Guo & Shao, 2003). At this time, the rural tourism around the world is no longer the pastoral scenery, but mainly is agriculture leisure sightseeing gardens, tourism activities and the rural tourism professional management according to the tourism manner, so the rural tourism is gradually separated from the agricultural and tourism industries.

After 90 generations of the 20th century, Japanese rural tourism developers targeted development of rural tourism products of leisure and entertainment, health care and learning development functions, meet the demand of tourists entertainment, social demand, self development demand, etc., so the rural tourism products have gradually developed into the sightseeing, leisure, vacation, educational, experienced tourism products (Wu, Li, & Cheng, 2003). From the international perspective, due to the increasing leisure vacation of travel demand, agricultural sightseeing gardens have turned into the leisure, vacation, operation, experience, education, environmental protection and other multi-

function expansion from pure nature sightseeing (Zhao & Chen, 2001). Predictably, the rural tourism products in the future will be a production, life and ecology, experiences, learning, leisure etc. that suitable for all kinds of people with more functional features and the single type of leisure of agriculture (livestock) or agriculture experience park.

1.2.6 Set Up the Country's Unique Tourism Image, Strengthen the Rural Product Identification of the Development Pattern

With the further development of rural tourism development, the country unique "village image" features are more and more be taken seriously. As the Argentine government launched the "indigenous tribes in South America" and "on horseback Argentina" the characteristics of strong rural tourism project attracted many tourists at home and abroad. Japan's tourist farms are in combination with agricultural production for innovation, with the idyllic scenery and the characteristic of poetic services to attract tourists. Rural tourism in Malaysia has fully embodied the features of the flower kingdom, developed farm tourism flowers (Mossberg, 2007). These cases confirmed the countries all over the world pay attention to when developing the rural tourism region, the importance of tourism image. Usually rely on increasing the outstanding identifiable village image elements, such as South America has a culture of primordial tribe, Japan is in harmony with the environment characteristic of service facilities, Malaysia is in harmony with environmental characteristics of ways to improve the recognition of rural products is a positive feasible way.

2. THE PRESENT SITUATION AND EXISTING PROBLEMS IN RURAL TOURISM DEVELOPMENT OF INNER MONGOLIA

2.1 Analysis of the Present Situation About "Agriculture and Animal Husbandry in Rural Tourism Development of Inner Mongolia"

2.1.1 The "Farmhouse" Is the Main Patten in Rural Tourism

From 2011 to 2014, the cumulative investment supported by government of Inner Mongolia autonomous region is 20.11 million yuan is to support the 48 agriculture and animal husbandry "farmhouse" "tourist site to be constructed. According to the statistical investigation of the census data in the farmhouse in 2010 and 2013, the rural tourism is developing rapidly in Inner Mongolia (see Table 1).

Table 1
The Contrast Number of “Farmhouse” in 2010 and 2013

Year	The number of farmhouse	The number of reception (10 thousands)	Income (1 thousand)	Quantity of employment
2010	102	156	9800	2321
2013	3169	2550.3	313766	66273
The growth change in 2010 and 2013	31 times	16 times	32 times	29 times

Data source: The statistics of the Inner Mongolia autonomous region tourism bureau.

2.1.2 The “Farmhouse” in Inner Mongolia Various Regions Developed Unbalanced

From the “farmhouse” tour receptions statistics of various

regions in Inner Mongolia in 2013, there are differences and unbalanced development across the rural tourism development (see Table 2).

Table 2
The Development of “Farmhouse” in Inner Mongolia Various Regions

Place names	The number of “farmhouse (number)/the percentage(%)	The number of reception (thousands of)/ the percentage(%)	Business income (ten thousands)/ the percentage(%)	The number of employment (person)/the percentage(%)
Hulunbeier city	581/18.3	460/18	50000/15.9	12000/18.1
Chifeng city	363/11.4	166/6.5	32000/10.2	6000/9.1
Xilingol league	362/11.4	240/9.4	13200/4.2	3700/5.6
Ordos city	350/11.0	320/12.5	71000/22.6	4000/6.0
Baotou city	310/9.8	280/11	30000/9.6	10000/15.1
Xingan league	188/5.9	34.5/1.4	10750/3.4	1520/2.3
Bayinnaer city	172/5.4	48/1.9	8400/2.7	2024/3.1
Aashan league	139/4.4	54/2.1	6500/2.1	850/1.3
Wulanchabu city	111/3.5	15/5.9	3216/1.02	611/0.92
Tongliao city	110/3.5	300/11.8	45000/14.3	10000/15.1
Wuhai city	36/1.1	64.8/2.5	1100/0.4	368/0.56
Erliahot city	9/0.3	21/0.8	1200/0.4	130/0.2
Manzhouli city total	5/0.2	50/2	1400/0.4	70/0.1
	3169	2550.3	313766	66273

Data sources: The statistics of the Inner Mongolia autonomous region tourism bureau.

From Table 2, according to the farmhouse’s number, the number of reception, business income and employment, the top three are in the eastern area of Inner Mongolia, the most is the Hulun Buir city, Chifeng city,

Xilingol league area in east areas. Baotou and Erdos in the midwest in rural tourism development are strong. Some remote areas, such as Manzhouli, Erliahot are weaker in rural tourism development (Figure 1).

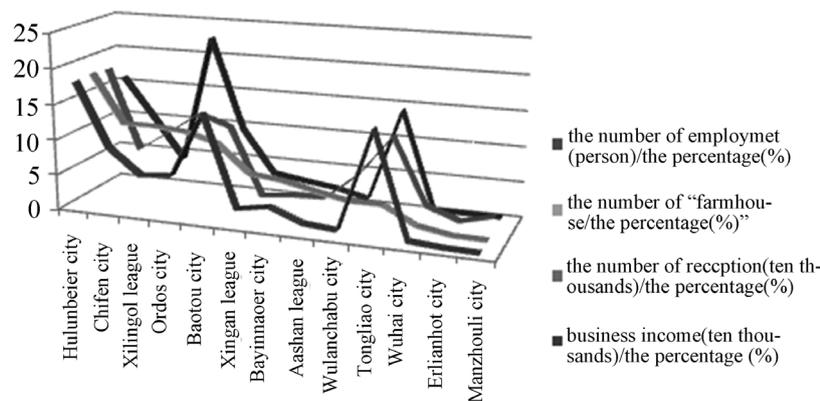


Figure 1
The Development of “Farmhouse” in Inner Mongolia Various Regions

2.2 The Government Pays Attention to the Tourism Function and Neglect Incomes of Farming and Animal Husbandry Business

2.2.1 The Government Pays Attention to the Construction of Leisure Farming and Animal Husbandry

From 2011 to 2014, the government gave financial support to 105 leisure farming and animal husbandry tour spots in Inner Mongolia, arranged 42.08 million yuan of tourism development funds, objectively led to the development of leisure tourism agriculture tour spots (see Table 3).

Table 3
Government Funding on the Support of the Leisure Agriculture Tourist Spots

Time (year)	Leisure farming and animal husbandry tour spots (numbers)	Tourism development funds (ten thousands)	The national rural tourism demonstration county (numbers)	The national demonstration project of rural tour (numbers)	The province demonstration project of rural tour (numbers)
2011-2014	105	4,208	8	10	37

Data source: The statistical bulletin in 2014 about the national economic and social development of Inner Mongolia autonomous region.

The national rural tourism demonstration counties are Arong Banner in Hulunbeier, Wuyuan Banner in Bayinnaoer, the national demonstration tour project spots are Dongguang village in Arong Banner, the Bailanglin village, etc. in Aershan area.

2.2.2 Farming and Animal Husbandry Business Income Are Less

Leisure farming and animal husbandry industries are the organic integration of the third time industries, leisure farming and animal husbandry industries are based on farming and animal husbandry production. Relaxers, farming experiercer, pastoral experiercer participate in the supply market of agriculture and animal husbandry established by the urban residents that will contribute to the distribution market and brand enterprises of local agriculture and animal husbandry.

At present, a batch of leisure agriculture tourism in Inner Mongolia has been rated as national 4 level tourist area, such as Shuijinghu lake, Jungar banner in Ordos, Wantong ecology garden in Ordos, Baerhu Mongol tribes, new Baerhu left banner in Hulun Buir area etc., however, these rural tourism projects mainly rely on tourism income to maintain its development, farming and animal husbandry business income is less, because

the rural tourism projects focus on the tourism product in the country. While rural tourism is a cross industry of agriculture and tourism, as a result, the government should actively guide the rural tourism operators to operate the farming and animal husbandry production as the core, to create the project ,to increase the income of the farming and animal husbandry business.

2.3 The Intention of Rural Culture Needs to Excaved Deeply Enough

From a psychological point of view, rural intention is the “common psychological image” in people’s mind in the long historical development of country. Its main performances are rural landscape image and rural cultural image (Chen, 2012). Village culture intention could constantly deepen the impression of visitors in mind and with the tourist’s perception. By means of searching context features of rural development, mining traditional cultural elements and holding the theme of the national culture festival activities.

2.3.1 Inner Mongolia Rural Cultural Theme Elements Connotation Is Lack of Excaving

The author searched data compilation of cultural elements based on the three main themes according to the regional characteristics of Inner Mongolia (Table 4).

Table 4
Cultural Elements Based on the Three Main Themes According to the Regional Characteristics of Inner Mongolia

Folk culture	Farming culture activities	Nomadic culture activities
The Mongolian and the Han nationality, folkhouse, architectural style, diet, Clothing, language, festival customs, folk festival, Mongolian and the Han nationality tea culture, wine culture, etc.	Lion dancing, dragon lantern, Takahashi, Percussion music, ballad singing, yangge, waist drum, traditional painting, music, calligraphy, seal cutting, pastry making paper-cut, Er Rentai, going west entrance of performance, go to the frontier of Wang Zhaojun, spin cloth, etc.	Mongolian horse-hand strings instrument performance, Mongolia dance, milk a cow, cut wool, make yogurt, shearing, do Mongolia pasta, painting arts and crafts of leather making, production and performance of Mongolian type meal, three kinds of skills of Mongolian boys, Ordos wedding performance, Chengiskhan theme song and dance, the grassland character story legendary dance, horse culture project, etc.

Data source: The basic knowledge of tour guide in Inner Mongolia and Inner Mongolia folk culture.

In the process of the rural tourism development of Inner Mongolia, the culture connotation of the cultural

theme elements need to be explored enough, the diversity of the culture and the intensity of cultural elements is

far from excavated, the rural tourism products have not formed into a pattern of standardization, diversification and centralization now.

2.3.2 The Development of Festival Activities in Different Regions of Inner Mongolia Are Different, All Kinds of “Tour” Experienced Project Activities Need to Be Explored Deeply

The union league and city of Inner Mongolia have

formed its own unique rural culture in the developing process, rural culture should be multiple complementary, continuous developmental. Festival activities can expand folk characteristic cultural influence of Inner Mongolia, improve the continuous increasing of domestic and foreign customers. Inner Mongolia existing festival activities (Table 5).

Table 5
Existing All Kinds of Characteristics of Inner Mongolia Tourism Festival Activities

Aera	Number	Festival names	Aera	Number	Festival names
Hulunbuir 11	1	Barerhu culture art festival	Ordos 5	1	Erdos wedding cultural tourism festival
	2	The Daur nationality customs festival		2	Ordos sounding sand bay tourism festival
	3	Inner Mongolia rural tourism festival and the golden autumn picking		3	China·AErzhai cultural tourism festival
	4	The greater Xingan mountains in photography festival		4	Snow and ice lanterns cultural tourism festival
	5	Daur hockey festival		5	Subaraham cultural tourism festival
	6	Ten thousands horses galloping ahead in the nomadic culture tourism festival	Baotou 4	1	China Baotou nomadic culture tourism festival
	7	Daur winter fishing day		2	Old Baotou customs festival
	8	Daur Lurigele festival		3	Baotou Buddhism culture tourism festival
	9	The Hulunbuir drift festival		4	Qin Greatwall culture tourism festival
	10	The Bike international mountain bike festival	1	1	Wu Liang Suhai birding festival
	11	The Ewenke nationality customs festival		2	WuLate middle region banner grassland ecological tourism festival
Xing'an league 3	1	China. Xing'an league (Aershan mountain) Azalea tourism festival	Bayannuoer 5	3	China. Hetao culture art festival
	2	The fairy mountain tourism festival		4	Bayannuoer international purchasing culture tourism festival
	3	The night of grassland tourism festival of Wu Lanmaodu		5	Hualaishi fruit festival
Huhhot 8	1	Zhaojun culture festival	Alashan league 5	1	Alashan rare stone culture tourism festival
	2	Inner Mongolia grassland tourism festival		2	The <i>malan</i> flower ecological cultural tourism festival
	3	China. Huhhot ethnic cultural tourism festival		3	China secrete border of the ancient north silk road from self- driving of tourism festival
	4	Huhhot ice and snow tourism festival		4	International autumn <i>populus euphratica</i> forests ecological tourism festival
	5	Huhhot lilacs tourism festival		5	The Badain Jaran desert culture tourism festival
	6	Yellow river culture tourism festival	Wuhai 2	1	Wuhai grape culture tourism festival
	7	Folk culture tourism festival		2	The Wuhai Jinshawan desert mountain tourism festival
	8	Innermongalia Shengle peony tourism festival	Xilinguole league 3	1	Grassland Naadam fair festival
2	Wulanchabu league grassland culture tourism festival	2		Naadam fair festival in winter	
3	Gengentala grassland naadam fair festival	3		Winter fishing festival	
4	Daihai sea hot springs, ice and snow tourism festival				

Data source: According to the autonomous region and the local government Web.

From the analysis in Table 5, festival activities of Inner Mongolia are in great difference (Figure 2), Some places that have less festival activities should be deeply explored the subject of festival activities based on local resources and also based on the regional characteristics of exploring “culture and tourism” experienced project activities.

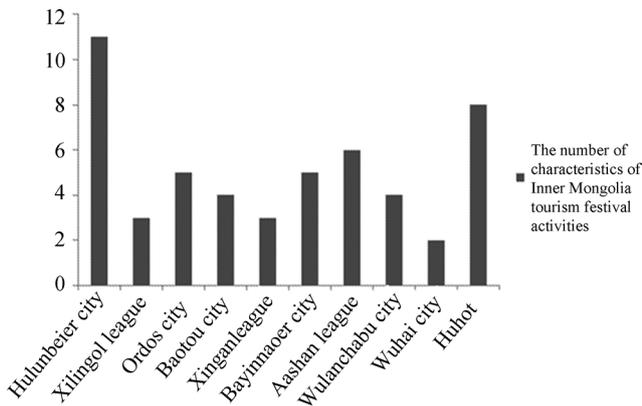


Figure 2
Festivals Comparison Between the Different Region of Inner Mongolia Data From Table 5

2.4 Inner Mongolia Has Entered a Preliminary Stage About the Respect for the Natural Environment, But the Depth Is Less Deeply

As an example of Chifeng in Inner Mongolia, it is developing agriculture, forestry, animal husbandry

and water resources as the relying condition, adjusting measures of local conditions to develop ecological leisure tourism, carrying out the purpose of distinctive agriculture and ecological experienced tourism activities. Chifeng is exploring a way of increasing farmers’ income and promoting leisure agriculture and ecological civilization construction sustainable development (see Table 6).

The Keshiketeng and Karaqin banner were rated as the leisure agriculture and rural tourism pacesetter by regional farming and animal husbandry bureau and tourism bureau, in 2012. Maanshan wine manor and Songfeng mountain manor were rated as the leisure agriculture and rural tourism demonstration site. Songfeng mountain manor and Wanquan mountain manor were rated as four-star rural tourism reception sites by Inner Mongolia tourism bureau. These have been effected on leisure agriculture and rural tourism development of Chifeng as a very good demonstration. But the content of the agricultural resources, water resources, folk resources, forestry resources of natural and cultural diversity have not been expressed far from. Most are simply rough machining products, such as some of the existing sightseeing, picking, food and beverage, fishing and other activities, etc.. Such as picking activity, there is no professional knowledge to be guided to learn the picking, to visit the fruit production processing and to learn the contents of the cultivation.

Table 6
Leisure Agriculture and Ecological Promote Each Other in Chifeng

The agricultural resources	The water resources	The folk custom resources	Forestry resources
Use scale of the agricultural facilities	Take use of the reservoir, pond, etc.	Take use of the tourism folk custom resource	Use scale of the economic forest
Picking, catering and other tourism activities	Tourism activities, such as fishing, food and beverage, etc.	National songs and dances, national food and beverage and other tourism activities	Tourism activities, such as sightseeing, picking, food and beverage
Such as Shengren mountain manor in Songshan district	Such as Wanquan mountain manor in Hongshan district Maanshan wine manor in Kalaqin banner	Such as Anda tribe in Keshiketeng banner	Such as Songfeng mountain manor in Ningcheng banner, White birches mountain manor in Keshiketeng Banner

Data source: <http://www.nmgnewszc.com/n/201410/1752.html>

2.5 Farmers and Herdsmen Participate in Less Depth of Engagement and Organization

In Inner Mongolia, the construction of rural Internet generally is backward, most operators based on family as the unit of local farmers. They have a low degree of education, poor service skills. So farmers and herdsmen should participate in depth of engagement and organization. And above all, it is particularly important to perfect the market system and the related benefit coupling mechanism.

The industrialization of agriculture leading enterprises should fully develop the leisure tourism function, the

raw materials production base, agricultural science and technology demonstration park and agricultural products processing park should be constructed, as a place for both the leisure function. Through tourism marketing network and local travel agency as powerful marketing platform, to improve the comprehensive benefit, accelerate the development of farming and animal husbandry area. As an example of Hainan Island, the cultivation of coffee, coconut are relatively successful agricultural science and technology demonstration park and garden in Hainan subtropical botanical garden and the base of the Chinese Academy of sciences research. Through the scale of

planting and breeding as the first industry, agricultural products processing and leisure products processing as the second industry, and the food, beverage accommodation and circulation of agricultural products as the third industry to realize industrialization.

3. THE SUSTAINABLE DEVELOPMENT OF RURAL TOURISM IN INNER MONGOLIA

According to the above current situation of rural tourism in Inner Mongolia, the author puts forward to create the rural tourism development pattern system to realize the sustainable development of rural tourism in Inner Mongolia.

3.1 The Cultural Connotation Is the Base of Realizing the Sustainable Development of Rural Tourism

3.1.1 Through Farming Culture, Nomadic Culture and Folk Culture Theme Elements in Deeply Excavating, the Characteristics of Rural Culture Areas Can Be Developed

Culture is the soul of tourism, the rural tourism development should be based on the nomadic culture and farming culture profound accumulation in Inner Mongolia. The rural tourism product can be formed in serialization, diversification and centralization by excavating traditional culture, religion, philosophy, social organization, family relations, the rural construction, rural festival, farming methods, living habits, anecdotes, legends and so on so as to enhance the level of rural tourism in Inner Mongolia.

3.1.2 Excavating Special Tourism Festival Activities at All Levels of Farmers and Herdsmen to Promote the Sustainable Development of Rural Tourism

The different league and country of Inner Mongolia have formed their own unique rural culture in development. Tourism festival activities should be multiple complementary, continuous development in the process of development. By now, rural festival has been developed significantly of Inner Mongolia. Through continuous development and innovation of festival activities, the influence of folk characteristic culture has been expanded and thereby giving impetus to the sustained growth of the domestic and foreign customers of Inner Mongolia.

3.1.3 Promote the Depth of the Cross Cultural Rural Tourism Development

Relying on geographical advantages of Inner Mongolia, we should promote cross-border, cross-regional rural tourism cooperation. Relying on the border city and port of Inner Mongolia, we should strengthen tourism cooperation and integration with Russia and Mongolia and develop more border-across culture and multicultural country products. At present, the Shiwei Township and

Enhe country have formed the one big characteristic rural tourism area along the Sino-Russian border of Hulun Buir, the other township and country along the border region should actively learn from this experience.

3.2 Exploring to Build Rural Ecological Tourist Area by Respecting the Natural Environment of Farming and Animal Husbandry

3.2.1 Exploring to Build the Ecosystem of the Rural Tourism by Take Great Importance to the Trait of Agriculture Landscape

If we maintain the sustainable development of rural tourism, we should pay attention to the trait of agriculture landscape. Agriculture landscape character is formed in the historical evolution of the unique combination of artificial and natural ecosystems. Also geography, climate, soil, hydrology and the local natural environment characteristics comprehensively overlay with historical, social, economic and culture of human geography characteristics in land form of farming and animal husbandry areas (Xu & Yan, 2011). The natural and cultural diversity is the lifeblood of rural tourism development. The author thinks that the agriculture and animal husbandry landscape refers to the rural settlements in country and pastoral area and its natural environment (climate, soil, hydrology, vegetation, geography) that as the background, with the foundation of agricultural activities (farming, animal husbandry, etc.), commonly built the characteristics of rural tourism activities of ecological system by history, religion, customs, living, food, trade, cultural factors (Figure 3).

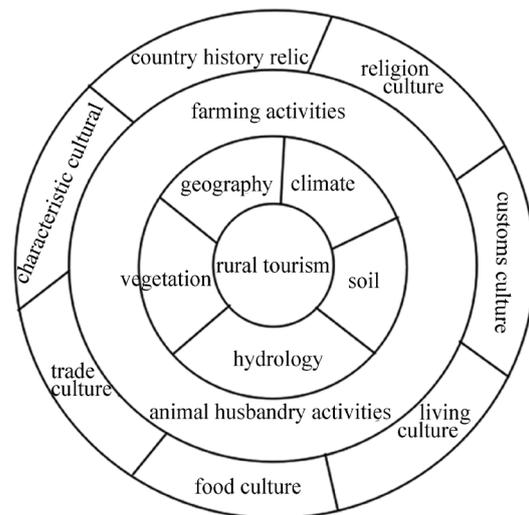


Figure 3
The Ecosystem of the Rural Tourism Activities

Typical farming and animal husbandry in Inner Mongolia landscape are fish farming, farmland water conservancy project, interplanting, grazing, Chinese wolfberry, grapes and other planting agriculture, pasture,

and so on. We should actively explore the way to follow the natural environment, adjust measures to study local conditions to develop ecological leisure agriculture tourism practice. Inner Mongolia has vast region, so other places in the region should actively learn from Chifeng rural tourism development pattern, follow the natural environment characteristics, promote to build pattern of developing ecological agriculture and leisure tourism and deepen it constantly.

3.2.2 Adjust Measures to Local Conditions and Combinate the Aesthetics With Science Together

Agricultural landscape has great ecological value and aesthetic value. Ecological value is embodied in the richness and variety of biodiversity, landscape and the comprehensive coordination aspects of landscape and production. Such as grassland of Inner Mongolia in the north of Yinshan, patches of rape pastoral scenery show the green grassland and yellow rape alternating in Inner Mongolia plateau and beautiful scenery and have the extremely aesthetic value in summer. To create a large area, highly ornamental agricultural landscape can give visitors large-scale sensorial picture and strong visual shock. Any other examples for Wuyuan and Guizhou. WuYuan rape that has high popularity throughout the country has become a “pronoun” wuyuan tourism. Guizhou thyme cuckoo scenic area is known as “the world’s largest natural garden”, a national treasure “world-class high-quality goods” laudatory name.

If we only regard the “husbandry family” as an important rural tourism and prosperous policy, only emphasizes the construction form, color, etc. of “husbandry family” to satisfy the visitors visual requirement and only regard agricultural landscape as a kind of view elements, ignore the connotation of its historical process and ecological structure, all these not only destroy the stability of agricultural landscape ecological structure and biological chain but also will destroy the historical information and characteristics of agricultural land and make the core value of the agricultural landscape to disappear rapidly. Therefore, in the development process, we should explore and protect the core value of agricultural landscape trait, the unique production of agricultural land, historical, cultural, aesthetic information carried by the agricultural land. Adjustment measures to local conditions and the aesthetics is in combination with science together.

3.3 Emphasize the Participation of Local Farmers and Herdsmen

Pay attention to the participation model by tourists, tourism development managers and community residents of rural tourism development. Special emphasis on community participation pattern, encourages tourists to the country community of poultry feeding, the autumn harvest, fishing production, etc.. At the same time, we should actively carry out rural convention, produce a

group of characteristic products to meet the consumption demand of tourists in development of rural tourism. These products include farm production, agricultural sideline products, the handicrafts and souvenirs, and these will become an important source of rural tourism.

In addition, to set up regional unique rural tourism image, innovate rural tourism brand characteristics, improve the identification of rural products are the positive and feasible ways for the development of rural tourism. Such as the rural tourism brand in the UK, there have the rural cards, ecological cards, restoring ancient cards, etc..

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