

Innovation and Reflection on Tourism Planning in Rural Revitalization Programme

-- Case Study Based on the Failure of the "Rapeseed Flower" Festival

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Abstract: With the great victory of "comprehensive well-being", rural revitalization has been given more and more attention in more and more regions. In the "rural revitalization" plans implemented in various regions, although each region puts forward different but appropriate "rural revitalization plans" according to the local conditions, there are still some plans that are not in line with the actual situation due to various reasons, and they have to look for other ways to find more suitable revitalization plans. This project will take the "rapeseed flower" festival in Zongyang County, Tongling City, Anhui Province as an example, and analyze the problems exposed through the application of relevant social analysis methods and big data applications, analyze where the mistakes were made, look at the qualities and positioning of the region clearly, and then expand the analysis of how to solve the problems and build new programs on the mistakes, which will help revitalize the countryside. and provide certain reference value for townships in similar situations.

Keywords: Canola Festival, Case Resurrection, Rural Revitalization.

1. Introduction

With the great victory of "comprehensive well-off", rural revitalization has been paid more and more attention to in more and more areas. Beginning with the Central No. 1 Document in 2015, China's support policies for leisure agriculture and rural tourism have been frequently issued. The Central No. 1 Document in 2017 and 2018 emphasised the need to build a system of integrated development of rural primary, secondary and tertiary industries, and to vigorously develop the infrastructure of leisure agriculture and rural tourism industries. The Central No. 1 Document in 2019 emphasised the need to develop and strengthen the rural industry, to broaden the channels for farmers to increase their income, and to give full play to local advantages, both to achieve the vigorous development of various demand industries and to improve local public service measures.2020 The Ministry of Rural Affairs and Agriculture issued a notice on the National Rural Industry Development Plan (2020-2025), laying the foundation for the development of the next five years.2021 The Central No. 1 Document released in 2021 explicitly proposed the development of leisure agriculture and rural boutique routes and the National Rural revitalization Bureau was formally and the National Rural revitalization Bureau has been officially listed, signalling the start of a new journey in the construction of beautiful villages. As we are about to enter the next stage of rural tourism development, we will face more challenges and a more severe situation.

Among the "rural revitalization" plans implemented in various regions, although each region has put forward different "rural revitalization plans" in accordance with local conditions, there are still some plans that are seriously inconsistent with the actual situation for various reasons, and they have to look for another way out to find a more suitable revitalization plan. However, there are still some cases where, for various reasons, the plans are not in line with the actual

situation, and they have to find other ways to find more suitable revitalization plans. Among these failures, there must be some cruxes. We can find out the problems, through the analysis of the problems and proposed solutions, so as to have a comprehensive and clear knowledge of the failure cases, to give decision-makers a certain reference and warning, in the hope that in the next implementation of the new plan to do to avoid or timely detection of the problem and solve it, and ultimately make the plan in accordance with the expectations of the smooth progress of the countryside revitalization of a small step.

This project will take the "rapeseed flower" festival in Miyang County, Tongling City, Anhui Province as an example, and through the application of relevant social analysis methods, we will analyse the problems exposed, analyse where the mistakes are, see clearly the characteristics and positioning of the region, expand the analysis of how to solve the problems, establish new solutions on the mistakes, and help revitalise the countryside, and provide some reference value for townships in similar situations. It also provides certain reference value for townships in similar situations.

2. Summary of Relevant Research Results in Academia and Review of Relevant Theories

Liping Ding(2024) mentions that as the strategy of rural revitalization advances steadily and people's incomes are increasing, more and more tourists want to come into contact with the natural scenery, experience local customs and traditional culture through rural tourism, and the economic income brought by rural tourism has become an important part of the driving force behind the growth of the regional economy. However, as far as the overall development is concerned, there are still a series of problems in rural tourism, such as lack of co-ordination in the institutional mechanism, insufficient excavation of cultural content, and serious

homogenization of products, which to a large extent constrain the high-quality development of rural tourism. In this regard, it is necessary to deepen the integration of culture and tourism, embed culture in the countryside, and innovate the tourism development model, so as to empower the development of rural tourism [1].

Lina Liu and Jie Li (2024) outlined the concept and characteristics of digital cultural tourism, explored the importance of digital transformation in the modern tourism industry, analyzed the theoretical basis for digital cultural tourism to empower the high-quality development of rural tourism, and sorted out the current dilemmas faced by rural tourism, including the lack of in-depth excavation of local elements, homogenization of tourism products, and insufficient publicity; in view of these problems, the possibility of digital cultural tourism empowering rural tourism was discussed. In view of these problems, the possibility of digital cultural tourism empowering rural tourism was discussed. Taking Sichuan's rural food tourism as an example, they proposed that measures such as digital marketing, self-media co-operation and digital information construction are a necessary way to achieve high-quality development of rural tourism. The results of the study show that digital Literature and Tourism not only brings more opportunities for rural tourism, but also provides tourists with a more convenient and personalized tourism experience, which lays a solid foundation for the development of sustainable and high-quality rural tourism[2].

Hui Xie, Bing Tan and Wenjie Li(2024) mentioned that the high-quality development of rural tourism is a key element to promote urban-rural integration, rural revitalization and common prosperity. Based on this, the coupling mechanism between the high-quality development of rural tourism and common wealth is elaborated, respectively, from the play of the radiation-driven role of tourism to promote the integrated development of urban and rural areas; play the role of the government and the market to regulate and guide the high-quality development of rural tourism; achieve the participation of rural residents in the whole process of tourism development to help rural revitalization; innovate the mode of participation of rural residents in tourism to promote urban-rural integration and promote the participation of rural residents in tourism to increase income and wealth in tourism to achieve the common wealth. in tourism to increase income and become rich and realise common prosperity and other aspects are analysed. The results show that the high-quality development of rural tourism can effectively promote the realisation of common wealth, which in turn can help rural revitalization and is conducive to the high-quality development of rural tourism [3].

3. Elaboration of Implications

The countryside is a territorial complex with natural, social and economic characteristics, combining multiple functions, such as production, living, ecology and culture, and constituting the main space for human activities, together with towns and cities, which are mutually reinforcing and coexisting. However, the contradiction between the growing needs of our people for a better life and unbalanced and inadequate development is most prominent in the countryside, and the characteristics of our country, which is still in the primary stage of socialism and will be in it for a long time, are to a large extent manifested in the countryside. The strategy of rural revitalization, on the other hand, is the Party's

strategic planning and implementation in order to solve the main contradiction in China and build a strong socialist country. After the 19th Party Congress put forward the strategy of rural revitalization, General Secretary Xi Jinping further pointed out that "rural revitalization includes industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization", so the strategy of rural revitalization is a multi-dimensional target project, which is not only to vigorously develop the economy, but also to fully promote culture, and it can only be achieved with a two-pronged approach. best. In order to build a moderately prosperous society and a strong modern socialist country, the heaviest and most arduous task lies in the countryside, the deepest and broadest foundation lies in the countryside, and the greatest strength and potential also lies in the countryside. The implementation of the strategy of revitalizing the countryside is the only way to resolve the major social contradictions in China in the new era, to achieve the goal of "two hundred years" and the Chinese dream of the great rejuvenation of the Chinese nation, and it is of great practical significance and far-reaching historical significance.

The rural revitalization strategy has the following four important points:

(1) The strategy for rural revitalization focuses on pointing out the direction for rural development from the perspective of top-level design, with the intention of promoting the overall upgrading and comprehensive development of all aspects of the rural economy, culture, society and ecology. The proposed rural revitalization strategy aims to stimulate the vitality of the countryside, enhance its attractiveness and provide a strong guarantee for the development of the countryside in the new era. Through the rural revitalization strategy, the modernization of the countryside can be greatly accelerated, the well-being of rural people can be improved, and economic and humanistic development can be achieved together.

(2) China's rural population will remain at about 400 million even after urbanization, and without rural revitalization and modernization, there will be no modernization of the country. At the same time, the countryside is an important part of the national economy, and rural revitalization can promote the transformation, upgrading and optimization of rural industries, promote the development and prosperity of the rural economy, and further enhance the country's economic strength. Therefore, rural revitalization is an inevitable requirement for building modernization.

(3) The proposed strategy of rural revitalization puts the countryside on an equal footing with the cities, bases itself on the various resources of the countryside, focuses on giving full play to the initiative of the countryside, stimulates the vitality of rural development, and makes the strategy of rural revitalization the new driving force for rural development in the new era. At the same time, rural revitalization can also narrow the development gap between urban and rural areas, promote the coordinated development of urban and rural areas in all fields, and simultaneously improve the living standards and happiness indexes of urban and rural residents, so as to achieve the coordinated development of urban and rural areas.

(4) The report of the Nineteenth National Congress put forward the overall requirements for rural development, namely, "prosperous industries, ecological livability, civilized rural customs, effective governance and a rich life", which clearly defines the new tasks of rural development; at the

same time, the revitalization of the countryside can protect and pass on the outstanding traditional culture, promote cultural diversity and innovation in the countryside, and enhance the country's cultural strength.

The implementation of the rural revitalization strategy is an objective requirement of the new era of socialist construction with Chinese characteristics, as well as an important strategy for maintaining social stability and promoting the country's long-term development. Implementing the strategy of rural revitalization, continuously broadening the sources of wealth of the rural people, comprehensively improving the living and production conditions in the countryside, and promoting social justice will be conducive to the better development of the rural economy and culture, promoting the integration of urban and rural areas, enhancing the sense of significance, happiness and joy among the rural people, accelerating the process of common prosperity, and gathering strong and powerful forces to build a socialist nation, which is of great significance to the revitalization of China and the realization of the Chinese dream of the great rejuvenation of the Chinese nation. It is of great significance to the revitalization of China and the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

4. Case Presentations

Zongyang County, belongs to Anhui Province Tongling City Tongling County is located in the south-central part of Anhui Province, northwest of Tongling City, on the north bank of the lower reaches of the Yangtze River, at the southeast foot of the Dabie Mountains, and is famous for its abundant mineral resources reserves and full range of minerals.

Zongyang County Rapeseed Flower Festival is the first rapeseed flower tourism and culture festival in Zongyang County, which is hosted by the Propaganda Department of Zongyang County Party Committee, the County Culture and Tourism Bureau, the management committee of the Fushan and Baidang Lake Scenic Area, and undertaken by Zongyang County Culture and Tourism Company, which marks the first step of Zongyang County towards tourism.

The Rapeseed Flower Festival is a kind of activity for viewing rapeseed flowers, which was developed by Hanyin. By organizing this kind of local cultural festival, it can drive the development of the regional economy, stimulate the innovation and development of the region, as well as improve the local investment environment. At that time, because the economic development of Zongyang County was not optimistic, the urgent need for investment to solve their own difficulties, coupled with previous success stories in other regions, so the county government had the idea of driving local development through tourism.

Zongyang County Rapeseed Flower Festival has set up a total of "one line and four pieces" of viewing locations, and at the same time provides visitors with five one-day tours: rural revitalization tours, ecological wetland tours, Wenshan Prayer tours, celebrity hometown tours, farming culture tours, each of which allows visitors to enjoy the local culture and unique local customs. At the same time, Rapeseed Flower Festival will also hold Bird's-eye View Zongyang Photography Competition, Huangmei Opera Performance, Jitterbug Competition, Flower Sea Beauty Decoration and Short Video Shooting and Broadcasting and other series of activities, which not only enriches the sense of participation of tourists, but also inadvertently promotes the Rapeseed

Flower Festival.

Through the early intensive preparations, Zongyang county rapeseed flower festival finally opened as scheduled, and by all parties have high expectations of it, and can bear what fruit?

5. Case Studies

5.1. Introduction to the research methodology

The 4P's marketing theory is summarized as a combination of four basic strategies, i.e. Product, Price, Promotion and Place, which is shortened to "4P's" because of the P's at the beginning of each of the four words and the addition of "Strategy. s".

Product Strategy , mainly refers to the enterprise to provide the target market with a variety of tangible and intangible products suitable for the needs of consumers to achieve its marketing objectives. It includes the combination and application of controllable factors such as varieties, specifications, styles, quality, packaging, features, trademarks, brands and various service measures related to the product.

Pricing Strategy , mainly refers to the enterprise in accordance with the laws of the market to set prices and price changes in order to achieve its marketing objectives, which includes the pricing of the basic price, discount prices, allowances, payment terms, commercial credit, as well as a variety of pricing methods and pricing techniques and other controllable factors such as the combination and application.

Distribution Strategy (Placing Strategy), mainly refers to the enterprise to reasonably select the distribution channels and organize the physical circulation of goods to achieve its marketing objectives, including the distribution of channels related to the coverage, commodity flow links, intermediaries, network set up as well as storage and transportation and other controllable factors such as the combination and use.

Promotion Strategy , mainly refers to the enterprise to use a variety of means of information dissemination to stimulate consumer desire to buy, promote product sales to achieve its marketing objectives, including the promotion of advertising, personnel marketing, business promotion, public relations and other controllable factors such as the combination and use.

5.2. Analyzing failure cases

Product strategy: The products presented in the Rapeseed Flower Festival include tourism services for local rapeseed fields, local speciality snacks, and local representative exhibits.

Pricing strategy: Different products need to be sold at different prices to meet the needs of different groups of people. For example, the pricing of tourism services and speciality snacks in the product strategy is low and suitable for most of the citizens to consume; while the pricing of exhibits is relatively expensive and mainly oriented to enterprises or rich businessmen.

Distribution strategy: when selling products and pricing strategy have the same basic idea: different products need to use different sales methods to meet the needs of different people. For example, the product strategy of tourism services and special snacks can be spread to multiple points of distribution, through the way of thin margins to earn profits; while the sale of exhibits need to take the way of bidding, through the way of fine bidding to improve profits.

Publicity strategy: the publicity of products should be adapted to the pricing strategy and distribution strategy: different products need to use different publicity methods to

meet the needs of different groups of people. For example, tourism services and special snacks in the product strategy can be expanded publicity, through online networks such as microblogging and offline such as posters to promote the way will have a better effect; while the sale of exhibits can be through the invitation to send letters to the enterprise to carry out publicity.

From the above analyses we can learn that there are several reasons for the subsequent failure of the Rapeseed Flower Festival:

(1) Inadequate product strategy. There are many handy products that fail to be displayed.

(2) Inadequate pricing strategy. Pricing should take into account the needs of different groups of people and allocate prices rationally, rather than simply dividing them.

(3) Inadequate distribution strategy. Considering that Rapeseed Flower Festival is a medium-sized offline programme with a certain degree of heat, the distribution strategy is particularly important. In the case, we can see that the distribution strategy of the festival is too important for enterprises and organizations, while it is thin for citizens and friends.

(4) Publicity strategy to be optimized. Although the organizers of the Rapeseed Flower Festival had publicity for the festival, but from the results of the subsequent failure, the publicity strategy is obviously insufficient, resulting in most of the citizens and friends do not understand, which indirectly leads to the popularity of the festival is not high, did not get the majority of the citizens and friends of the strong support, resulting in the failure of the subsequent.

6. Case Resurrection

Through the case study, we have learned about the marketing strategy of the Rapeseed Flower Festival and its shortcomings. The next thing we are going to do is how to optimize and improve the case so that it can be resurrected.

6.1. Analyse your own positioning and adjust your pricing strategy

Pricing needs to be preceded by market research, identifying the needs and affordability of the customer base, and studying market acceptance and consumer psychology. Zongyang County held its first rapeseed flower festival, and despite a certain amount of publicity on social media platforms, most of the people who came to the festival were not foreign tourists, but local residents from neighbouring villages who were trying to support their hometown's tourism industry. Residents of Zongyang County are basically unable to accept the high pricing of goods in the tourist area, and are even more deterred by the scenic spot tickets that are beyond their affordability. Therefore, when pricing tickets and goods in the park, the value pricing method should be used more often, which means that the price of the product reflects the actual value of the product as much as possible, and reasonable pricing to provide the right quality and a good combination of services.

Then, on the basis of the existing price, the park commodity will have to be reduced, and the price can be reduced through the following two aspects:

(1) Improve transport efficiency and reduce logistics costs. The scenic area is far away from the county town, the transport is inconvenient, so it can improve the efficiency of transport, from the reduction of logistics costs to drive down

the cost of goods, the improvement of the transport network can also drive the economic development of the surrounding villages and towns.

(2) Reduce shop rents to encourage healthy competition. High commodity pricing in the scenic area also comes from the monopoly of the merchants, only one shop sells goods needed by tourists, then the shop how high pricing can not significantly affect the demand, and in view of the scenic area shop, stall rent price is high, few merchants stationed in the county government should be appropriate to reduce the rent of the shop, to attract more merchants stationed in the county government, through the benign competition for tourists to bring a better price experience.

Reasonable pricing promotes tourist spending and, to a certain extent, makes the economy thrive.

6.2. Establish unique selling points and improve marketing methods

The USP theory can also be referred to as the theory of creativity. It is characterized by the fact that the selling point of a product or service must be stated to the audience, and at the same time, this selling point must be unique and able to bring sales. Rapeseed Flower Festival is held in many regions in China, how to make "Zongyang County Rapeseed Flower Festival" stand out from the rest and catch the tourists' eyes, it is obvious that the uniqueness of Zongyang County Rapeseed Flower Festival needs to be determined, i.e., how is the Zongyang County Rapeseed Flower Festival different from the rest of the similar tourist festivals?

From the above can be known, Zongyang county rapeseed flower festival is not rapeseed flower a tourism scene, the official mountain scenic area has a fascinating thousand acres of tea gardens, at the same time, Anhui to "Huangshan Maofeng" famous, Zongyang county is located in Anhui, borrowing the "tea" word marketing, is not a good way.

Modern marketing needs imagination more than ever, and capturing imagination is the key to success, followed by simple but profound concepts for consumers to recognize most intuitively, but not lacking imagination. For example, the familiar advertisement line "Nongfushanquan is a bit sweet" expresses a mood in one sentence, and Zongyang County rapeseed flower also needs to collect similar advertisement lines and stand out in many rapeseed flower festivals through it.

Finally, rapeseed flower festival can actively communicate with the surrounding schools, free of charge for the school to provide part of the tour of the rapeseed flower festival quota, not only can relax the mood of the students, but also expand the influence of the rapeseed flower festival in the school, so that more local people are aware of the concept of "Zongyang county rapeseed flower festival" to obtain the recognition of the local people, in order to lay a good marketing foundation.

6.3. Actively develop new products to maintain the vitality of the scenic area

New products refers to the use of new technology principles, new design ideas developed, produced by the new products, or in the structure, materials, technology and other aspects of the original product than a significant improvement, thereby significantly improving the product performance or expand the use of functional products. For enterprises, only with the customer changes, with the customer's life cycle of different, with the changes in the market to constantly update and upgrade, the introduction of new products, enterprises can

follow the growth of the customer growth, the value of the enterprise from the value of its customers, the customer's new needs and desires to touch the enterprise to meet the customer's new needs and desires, so as to develop new products and new services. This is also true for the tourism industry.

In today's highly competitive environment in the tourism industry, most scenic spots are facing the pressure of shorter and shorter product life cycles. If we want to remain competitive in the same industry and be able to hold market share, we must constantly develop new products to keep tourists fresh to the scenic spots, and to attract new tourists while ensuring the old ones, so as to achieve the purpose of benign development.

7. Summary

Through the above case study and case resurrection, we can learn that in order to do a good job and make a successful project, it is indispensable to the innovation of the project and the optimization of the allocation of various resources within the project. Therefore, for "Rapeseed Flower Festival", it should achieve scientific planning, innovative combination of leisure agriculture and rural tourism; consolidate the industrial foundation of agricultural and rural tourism through multi-industry integration; promote cross-fertilization and mutual promotion of tourism and industry; and create corporate headquarters and cluster branded bed and breakfast.

Its original ecological environment, full of wildlife, will attract a large number of tourists to come to sightseeing experience, and at the same time, by absorbing the village villagers to participate in the operation and maintenance of the campsite, will also provide a boost to the villagers to increase their incomes. Seek new ideas for rural revitalization, through continuous search, breakthroughs, and ultimately achieved.

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