

# Research on the evolution process and dynamic mechanism of urban and rural tourism space from the perspective of social space

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**Abstract.** In recent years, domestic tourism has developed vigorously and continuously driven the development of local economy. In order to deeply analyze the development process of tourism industry, this paper puts forward the research on the evolution process and dynamic mechanism of urban and rural tourism space from the perspective of social space. Based on the analysis of the current situation of urban and rural tourism space, this paper analyzes the evolution of urban and rural tourism space in terms of coverage, diversification and spatial competition from the perspective of social space, and explores the role of market demand, basic resources, anti risk ability of transportation construction and the appropriate construction of tourism space in promoting this evolution, so as to contribute to the development of local tourism.

**Keywords:** Social space; Urban and rural tourism space; Evolution process; Dynamic mechanism; Market demand; Basic resources;

## 1. Introduction

To analyze the problem from the perspective of social space is actually to study the influence of the problem and the main factors based on the whole social structure [1]. With the rapid development of domestic tourism in recent years, different regions are actively developing tourism potential and tourism space [2], in order to drive the rapid development of local economy in this way [3]. In addition, under the strategic background of revitalizing rural areas and poverty alleviation and development, we have opened up distinctive ways of urbanization, and made significant progress in infrastructure construction and social enterprise construction. At the same time, tourism has become a sunrise industry with high complexity and industrial relevance. By vigorously developing tourism and promoting urban and rural development, we can effectively realize industrial agglomeration and industrial integration, expand tourism elements, and meet the overall requirements of ecological civilization construction and green development.

At the same time, considering that people's basic requirements for environment and space are constantly changing in the process of carrying out tourism activities, It also promotes the continuous evolution and upgrading of tourism projects [4]. In order to ensure that the development of tourism projects can win the attention of most consumers in the fierce competition, it is necessary to understand the evolution history of tourism space and the main reasons for this evolution. Only on this basis can the long-term development of local tourism industry be realized [6].

Therefore, this paper puts forward the research on the evolution process and dynamic mechanism of urban and rural tourism space from the perspective of social space. Firstly, it analyzes the evolution process of urban and rural tourism space, and makes a comprehensive analysis on the dynamic mechanism of promoting this evolution from the perspective of social space. Through this study, in order to provide valuable reference for the further excavation of urban and rural tourism space, through the development of tourism to help economic growth.

## 2. Analysis on the present situation of urban and rural tourism space

In recent years, with the support of national policies, China has realized the all-round development of economy and technology, the rapid growth of national economy, and eradicated

absolute poverty in a short time. Through the policy of getting rich first, the per capita income has achieved a qualitative leap. In this context, people's pursuit of spiritual level is more prominent. This conclusion can be drawn by observing the change trend of the number of domestic tourists in recent years. Table 1 shows the statistical results of the number of urban and rural residents traveling and economic value in recent five years.

Table 1. The number and economic value of Chinese urban and rural residents traveling in recent five years

Particular year	Town		Countryside	
	Person time / 100 million person time	Economy / 10 billion yuan	Person time / 100 million person time	Economy / 10 billion yuan
2016year	30.56	210.66	12.35	124.35
2017year	35.42	254.20	13.30	153.02
2018year	40.91	301.96	14.19	196.19
2019year	45.96	317.42	15.62	241.74
2020year	54.83	379.50	16.67	299.45

It can be seen from table 1 that the number of tourists and economic output value have increased significantly in the past five years, which proves that China's tourism potential is huge. Therefore, many regions take advantage of this great trend to actively tap their own tourism potential and create tourism space with local characteristics. Figure 1 shows the changes of domestic tourism space in recent five years.

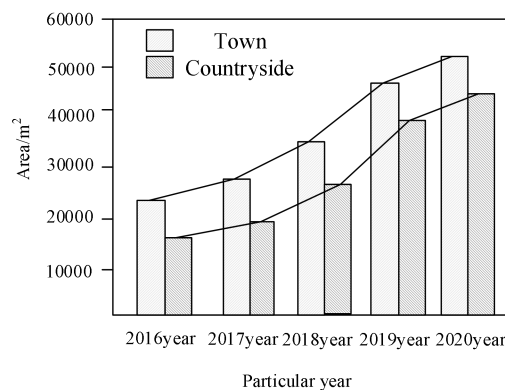


Fig.1. Statistical results of domestic tourism spatial change in recent five years

It can be seen from Figure 1 that in the past five years, domestic tourism space has shown an obvious growth trend, with the most obvious growth in 2018 and 2019. Through the comprehensive analysis with the statistical results in Table 1, it is not difficult to see that it is necessary to further expand the tourism space.

### 3. Analysis on the evolution process of urban and rural tourism space from the perspective of social space

When analyzing the evolution process of urban and rural tourism space from the perspective of social space, considering the change of social environment structure and the increase of social

group demand, this paper analyzes it from three perspectives: spatial coverage, spatial form and spatial competition.

### **3.1 The coverage gradually expanded**

In recent years, the continuous development of the tourism industry has also promoted the evolution of urban and rural tourism space. In this process, the most obvious change is the gradual expansion of the coverage of tourism space [7]. In the early stage of the development of tourism industry, the trend of urbanization of tourism is more obvious. Local residents are more willing to travel to cities with profound national significance, such as Beijing. In addition, there are historic sites or famous mountains and rivers. In recent years, the coverage of tourism space has broken through the original limitations, and the artificial tourism space has become an important part. Including amusement parks, museums and so on, tourism space with the theme of nature has also begun to be welcomed by urban groups. In this context, the coverage of urban and rural tourism space is gradually expanding.

### **3.2 Diversity gradually increased**

The diversity of urban space is gradually increasing, which is mainly reflected in the form. In the urban environment, tourism space includes amusement parks, museums and other inherent infrastructure, but in addition, snack streets, shopping malls and parks based on local characteristics have gradually become the key factors to attract tourists [8]. This not only promotes tourists' in-depth experience of the city, but also provides new ideas for the further excavation of urban tourism space. In the rural environment, the tourism project with farmhouse as the main body has become the main choice for the short-term tourism of the surrounding urban groups. At the same time, the fishing and rafting projects based on the rural environment provide conditions for the diversified development of tourism space.

### **3.3 Urban and rural tourism space competition is fierce**

With the development of social economy, tourism is no longer a luxury. More and more local governments in China describe tourism as a new growth point in the region. From the development form of "resources are products" from the s to the s, China's tourism is a high investment industry. At present, most provinces, cities and autonomous regions in China clearly put forward to take tourism as a pillar industry, which means that the competition between tourism destinations will be the redistribution of market opportunities. If the quality of one destination decreases, another destination will gain more market share. This competition will eventually weaken the overall attraction of the region and increase unpredictable changes. Winning competition through cooperation has become the common understanding of all tourism destinations and enterprises.

## **4. Dynamic mechanism of urban and rural tourism spatial evolution**

Dynamic mechanism refers to the different levels of the movement, development and change of a society, region and enterprise form and the resulting driving force, as well as the process, mechanism and way in which they produce, transmit and play a positive role. Among them, there are not only endogenous driving forces such as resource driving and employment driving, but also exogenous driving forces such as national driving and market driving. The dynamic mechanism of urban and rural tourism spatial evolution is as follows.

### **4.1 Objective demand of tourism market**

The primary factor to promote the evolution of tourism space is the objective demand of tourism market. With the acceleration of urbanization, people's living standards have been greatly improved, and the consumption structure has also changed accordingly. Tourism has gradually become a new way of life, so the consumption demand of this type has also increased. With the personalized

development of tourist demand, the diversification of tourism space is inevitable, which promotes the innovative development of urban and rural tourism space to a great extent. At the same time, the scope of urban and rural tourism market is redefined and divided, and the diversified tourism culture emerges as the times require, which lays a good foundation for the development and innovation of tourism space. The personalized and diversified development of tourism promotes tourism enterprises to change their business strategies and methods, and make more exploration in tourism space, so as to attract more tourists to gather in the corresponding areas.

Through the analysis of tourists' spatial code of conduct and the law of tourism market, we can know that when tourists choose tourism destinations, based on the perspective of social space, on the one hand, they will focus on areas with great natural and cultural differences with their own environment. On the other hand, for similar tourism destinations, tourism destinations close to each other are generally selected for tourism cooperation. In most cases, the tourism resources have certain differences and complementarities. They are close to each other and have convenient transportation. Therefore, they are not only tourism destinations, but also the complementarity and combination of tourism destinations and tourist sources in the cooperation zone, which can make the connection in the region closer, further improve the tourism environment and spatial distribution, make the tourism model easier to realize, and promote the virtuous circle of regional tourism development.

#### **4.2 Mining of basic resources**

Basic resources are an important factor to determine the cost of tourism space. When the basic resources in the environment are not enough to meet the needs of tourism, in order to realize the expansion of space, we need to build the necessary infrastructure by artificial means, which leads to the increase of economic cost and restricts the development of tourism space to a certain extent. However, with the gradual increase of basic resources mining, more diversified and comprehensive available resources mining can be realized. Not only the environment, cultural characteristics and food characteristics can become the basis of tourism projects, but also hot events and news figures can be built into tourism attractions. On this basis, it greatly promotes the diversified development of tourism space.

Through the integration of urban and rural tourism space cooperation in multiple regions, tourism destinations can obtain cost advantages by controlling the driving factors of value activities. Value activities account for a considerable proportion in the total cost of tourism destination development. They can share resources and facilities, implement integrated development, create "economies of scale", achieve learning results through the exchange of development technologies and methods, share brand image, improve efficiency, reduce development costs, reduce advertising costs and distribution costs, sales teams and distribution channels, create the intersection of customer sources through market transactions, and internalize costs. In order to reduce transaction costs and achieve the effective mining and utilization of resources.

#### **4.3 Road traffic construction**

Road traffic construction is the foundation to realize the large-scale expansion of tourism space, which is also the key factor to reduce the cost of tourism. With the expansion of road laying in China, the time cost of tourism has been greatly reduced, which greatly promotes the development of tourism. Before the construction of road traffic, tourism is an activity that needs long-term planning, and the travel time limit is also very obvious, which leads to the blowout growth of holiday tourists, while the number of tourists in other periods is obviously less. This not only affects the travel plan of tourists, but also has more concerns about the space expansion of tourism projects. With the continuous optimization of road construction, short-term tourism becomes possible, without holidays and other special time restrictions, weekend or even after work can complete a short trip. This greatly promotes the development of tourism space.

#### 4.4 Increased risk resistance

Regardless of the scale and attraction of a tourism destination, it is impossible to have all the tourism advantages required by urban and rural tourism space. Therefore, from the perspective of social space, we should make use of partners to give full play to their respective advantages, jointly develop tourism products, turn a small fleet into a large "aircraft carrier" and continuously improve its competitiveness under space risk. With the economic stability under the influence of the environment, by sharing the sales force and channels and using the established network system, we can timely stimulate the changes of the tourism market environment and flexibly make targeted adjustments. In addition, due to the weak resource structure and product structure, some tourism destinations are facing the problem of Limited development. The cooperative development of tourism destinations and the coordination of development laws and priorities among different regions can prolong the whole life cycle of cooperative regions and make their prosperity sustainable.

#### 4.5 Suitable construction of tourism space

In addition to the objective conditions of destination attraction, there are two subjective conditions for tourists to decide whether to travel anywhere: time and money. From the analysis of the current situation of China's tourism demand, the per capita US dollar has reached a certain tourism capacity, but the financial resources are not enough to support long-distance tourism. Only a small number of people with an income of more than US dollars can carry out long-distance and outbound tourism. Since then, China has implemented a five-day working system, which has greatly promoted the enthusiasm of urban and rural residents to travel close, such as One-day Travel and two-day weekend travel. Since May Day, national day and Spring Festival, a seven day long holiday system has been implemented, which is the three "golden weeks" of tourism. However, during holidays, people mainly travel to one or two cities. In terms of tourism market, only through cooperation with surrounding areas and jointly building a large regional tourism platform can we meet the development trend of tourism demand.

### 5. Conclusion

The evolution and development of urban and rural tourism space is the direct guidance of the progress of the times. Under the background of continuous economic development, the expansion of local tourism space is the key to driving economic growth. This paper puts forward the research on the evolution process and dynamic mechanism of urban and rural tourism space from the perspective of social space. On the basis of analyzing the changes of tourism space and its economic value, this paper makes a comprehensive analysis on the dynamic mechanism to promote this process, so as to meet the development trend of domestic tourism demand. Through the research of this paper, change the marketing strategy of tourism enterprises, attract more tourists and expand tourism space, in order to provide valuable help for accelerating the expansion of local tourism space, prolong the whole life cycle of local tourism development and contribute to the development of local tourism.

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