

Optimization Model of Local Policy on Rural Tourism Income Based on Particle Swarm Optimization

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Under the background of the implementation of Rural Revitalization Strategy, rural tourism has become another important way to drive rural development and realize rural revitalization after the mechanized operation mode. Relying on the characteristics of rural resources, rural tourism gives full play to its role. Aiming at the problems of agriculture, rural areas and farmers, it optimizes the resource allocation structure in rural areas, coordinates the industrial development, and constructs the characteristic rural tourism mode to meet the spiritual needs of contemporary people. With the development of new rural tourism mode relying on agricultural resources, such as research base, agricultural industrial park, characteristic towns and so on, more and more people love rural tourism. The development of rural tourism injects new vitality into rural areas, promotes the growth of rural regional economy, effectively increases farmers' employment, promotes industrial integration, and is conducive to solving the "three rural" problems, reducing poverty, and promoting the construction of a well-off society.

Keywords: particle swarm optimization; local policy; rural tourism; mutual mapping; overall planning;

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INTRODUCTION

In foreign countries, the modern meaning of rural tourism originated in Europe in the 19th century. In order to avoid the pollution of industrial cities and the fast-paced lifestyle, urban residents in many countries use their leisure time to go back to the countryside for vacation and leisure, which promotes the rise and development of rural tourism. Especially with the development of railway and other transportation facilities, the accessibility of rural areas has been further improved, making the Alps in Europe, the United States and the Canadian Rockies the earlier rural tourist attractions in the world. By the 1950s, European countries had experienced more than a century of industrialization and urbanization development, and the political and economic status of rural areas had undergone great changes. Many rural areas' population moved out, the rural population continued to decline, the aging was serious, and the rural community was declining, which attracted the attention of governments all over the world. The development of tourism is considered to be an important way to save the rural society. Therefore, rural tourism can be further developed with the support of the government^[1-2]. Such as Hjalager. This paper evaluates the positive role played by the

governments at all levels of the EU and its member states in the development of rural tourism, including the "holiday green house plan" and "welcome to the farm" projects in France, the "Polish green lung" project in Poland, the "farm holiday" project in Austria, and even some countries have put forward the "rural tourism to save the European villages" and "tourism can promote the development of rural tourism". The slogans of "save the local from the economic crisis" have played an important role in promoting the rapid development of rural tourism in European countries.

The first litchi festival held in Shenzhen in 1988 is the origin of China's rural tourism, which is recognized by domestic scholars. At the end of the 20th century, China is in the transition period from industrialization to post industrialization. Urban residents are deeply hurt by the negative externality of industrialization. The phenomenon of anti urbanization is becoming more and more obvious. Escaping from the city has become a kind of life idea. In addition, the tourism demand of urban residents is becoming more and more diversified, which is strengthening The yearning for and return to the traditional Chinese rural image, as well as the government led rural rescue activities

under the background of rural depression and other comprehensive factors have jointly promoted the occurrence and development of China's rural tourism, and the rudiment of "Happy Farmhouse" rural tourism with Chinese characteristics appeared in the early stage^[3]. After more than 20 years of development, China's rural tourism is entering a period of large-scale and transformation development, and has become an important development mode and trend of China's tourism.

A NEW PERSPECTIVE ON THE SUSTAINABLE DEVELOPMENT OF RURAL TOURISM INCOME: LOCAL POLICY

The Origin and Change of Rural Tourism Thought

The object of urban-rural integration is that urban and rural areas have always been the two opposite and related regional complexes in social development. The economic development with urban and rural areas as the carrier has formed a relatively independent urban economy and rural economy, and has become the research object of different disciplines. However, the relationship between urban and rural areas has not been treated and studied as a whole, especially in the social and economic development. It separates the internal relationship between urban and rural areas, resulting in different economic leading forces in different historical development stages, resulting in the isolation and difference between urban and rural areas. From the evolution process of urban-rural relationship in the world, it can be seen that urban-rural relationship has gone through or is going through several processes, such as rural nurturing City, urban-rural separation, urban-rural opposition and urban-rural integration, and the evolution of urban-rural relationship is basically synchronized with the process of world industrialization, which also determines that the theoretical research of urban-rural relationship is deepening and developing with the process of industrialization.

Since the 1980s, many developing countries in the world have over relied on urban economy for the urgent needs of high efficiency and economic development, ignored the construction and development of rural economy, and intensified the dual structure of urban and rural areas. The resulting urban-rural gap, regional gap, income gap and other issues further exacerbated the imbalance of social development and the inequity of social distribution. In addition, the economic development of many developing countries is an unsustainable development mode at the expense of resources and environment, which runs counter to the assumptions and basic conclusions of the traditional dual structure theory. Therefore, researchers have to rethink the traditional dual structure theory and promote the in-depth

development of urban-rural integration theory.

In a word, the theory of urban-rural dual structure holds that the urban-rural dual structure and the gap between urban and rural areas are caused by the market law, which is a problem that any country must experience and face in its development. Through the long-term flow of market elements and the refinement of division of labor, the dual gap will eventually disappear and become unitary. However, practice has proved that it is difficult or will take a long time to realize the real balanced development of urban and rural areas by relying on the idealized market function, and a series of social problems are produced in the reality of dual structure economic development, which hinder the social reform and development to a great extent^[4-5]. Therefore, many western scholars believe that neoclassicism's hypothesis and conclusion on dual structure are not completely feasible, and then abandon the neoclassicism's liberal policy, and turn to advocating the government to carry out active and effective macro-control, so as to reflect the function of "overall planning" subject in "urban-rural overall planning". Thus, the research on urban-rural relationship begins to pay attention to the system in urban-rural economic relationship. It makes the study of urban-rural relationship more specific and in-depth, especially provides the corresponding theoretical guidance for developing countries to deal with the problem of urban-rural relationship.

On The Structure of Rural Tourism Income Particle Swarm Optimization

Since the 1950s, many scholars have put forward the theory of unbalanced development of urban and rural areas based on different perspectives. They believe that there is the reality and theoretical basis of urban-rural dual structure in social development. Urban economy plays a major role in social development, and has obvious radiation and driving effect on rural economy, and finally moves towards the unification of social economy. Among them, Lewis's dualistic economy theory, Peloux's growth pole theory and Muirdar's particle swarm structure theory are more representative.

In 1954, Achen Lewis put forward the famous labor transfer model under the dual economic structure of urban and rural areas in his paper "Economic Development Under The Unlimited Supply Of Labor Force", which is called Lewis model^[6-7]. The model holds that the traditional sector labor supply constitutes the internal characteristics of dual economy, and the core problem of dual economic development is the transfer of surplus labor from traditional sectors to modern sectors. Due to the process of modernization, on the one hand, the continuous expansion of urban industrialization, on the other hand, the shrinking traditional agricultural

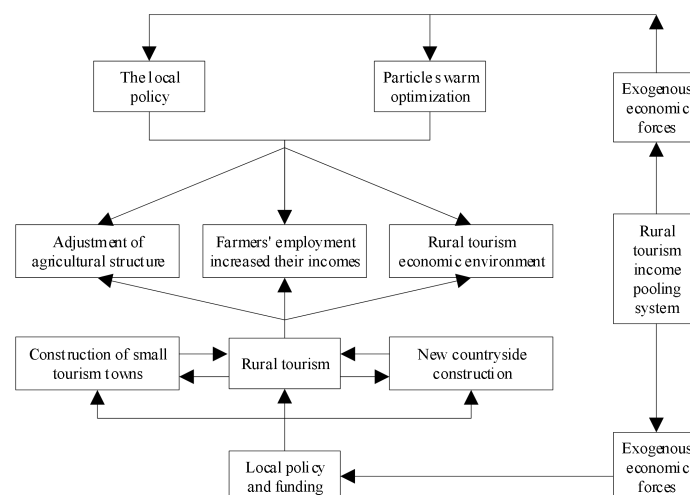
economy has produced a large number of surplus labor. Because the labor productivity of modern industry is far higher than that of agriculture, and the salary that can be paid is also far higher than that of agricultural income, as long as the industrial sector can provide the minimum wage for these rural migrant workers to maintain their survival. When the marginal products of the traditional agricultural sector and the modern industrial sector are equal, that is, the wage levels of the traditional agricultural sector and the modern industrial sector are roughly equal, it means that a labor market integrating urban and rural areas has been formed, and the social economy has completed the evolution from duality to unification. Obviously, the transformation mode of urban-rural dual structure advocated by Lewis model is a typical "Industrial Dominant Theory".

The Mutual Relationship between Local Policies and Rural Tourism

The formulation, promulgation and implementation of urban-rural integration policy provide a great opportunity for the upgrading and development of rural tourism in China. First of all, it is reflected in the guidance and support of policies. The idea of urban-rural integration makes it clear that rural construction and reform is the focus of China's future economic and social development. Rural tourism, as a relatively green economic development mode closely related to rural areas, determines its important position in the future rural development, which can be reflected in the relevant national policy guidance in recent years.

For example, in the "National Rural Tourism Development Outline" (2009-2015) issued in 2009, it not only clearly put forward the development goal of China's rural tourism in 2015, but also emphasized that rural tourism is an important focus of balancing urban and rural economic and social development and breaking the urban-rural dual structure. The rural land transfer policy in the relevant urban and rural policies provides the possibility for the upgrading and development of rural tourism. On the premise of ensuring the total land area unchanged, the cultivated land unchanged, and the grain production not reduced, the rural land disposal right, the right to use, the right to operate and the right to benefit are separated, the land transfer is allowed, and the land intensification is realized on the premise of maintaining the pastoral landscape. In order to better attract social capital, rural tourism can be transformed from the single and minority "farmhouse" mode to large-scale and intensive mode, promote the formation and upgrading of rural tourism industry, and use the larger multiplier effect of rural tourism to drive the integration of the three industries, promote the reform and development of rural areas, and truly achieve the goal of urban-rural integration^[8-9]. Secondly, under the framework of urban-rural integration, the importance of urban-rural integration planning is strengthened, so that the planning and construction of rural tourism has a better legal basis.

Figure 1
The mutual relationship between local policies and rural tourism



RURAL TOURISM DEVELOPMENT PATH SELECTION

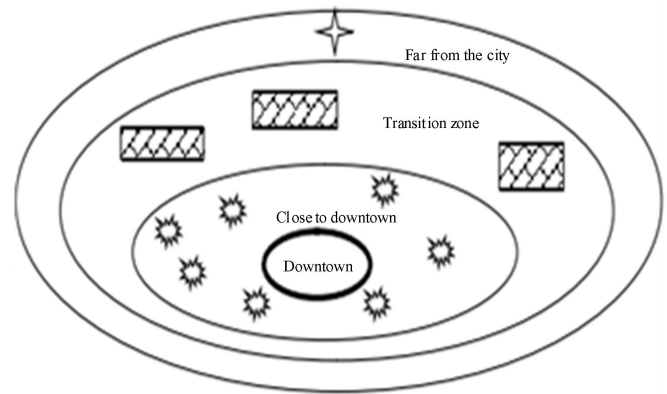
Urban and Rural Overall Planning

The 16th National Congress of the Communist Party of China proposed to coordinate the development of urban and rural areas, and required to solve the problems existing in urban and rural

areas, strive to solve the growing gap between urban and rural areas, and promote the coordinated and balanced development of urban and rural areas. The Third Plenary Session of the 17th CPC Central Committee proposed to accelerate the formation of a new pattern of integration of urban and rural economic and social development. It is

believed that the integration of urban and rural development is the fundamental way to solve the problems of agriculture, rural areas and farmers. We should accelerate the improvement of the system and mechanism of the integration of urban and rural development, focus on promoting the integration of urban and rural planning, infrastructure, public services, etc., promote the equal exchange of urban and rural elements and the balanced allocation of public resources, and form a new type of industrial and agricultural and urban-rural relationship with industry promoting agriculture, city leading countryside, mutual benefit between industry and agriculture, and integration of urban and rural areas Department ^[10]. In 2007, the State Council approved Chongqing and Chengdu to become the national pilot areas of coordinated urban and rural comprehensive reform, and obtained rich development experience. In 2008, the original "Urban Planning Law" was abolished and the new "Urban and Rural Planning Law" was implemented. Urban rural planning is not a planning, but a planning system of urban and rural construction and development, which is composed of urban system planning, urban planning, town planning, township planning and village planning.

This kind of rural tourism functional zoning is only an idealized spatial division in theory, because although there is an obvious boundary between urban and rural areas in theory, in reality, due to the rapid expansion of the city, the boundary between urban and rural areas becomes blurred, especially in the near urban area, urban and rural areas are intertwined and influence each other; In addition, each functional belt is not so absolute and single. For example, the rural tourism spots relying on the scenic spots can be distributed in the first ring, the second and the third ring because of their spatial location of resources. This division of functional areas only shows the degree of influence of rapid urbanization on rural tourism resources in different spaces, and then makes a functional orientation for the direction of resource development, so as to provide ideological reference for urban-rural integration planning in urban-rural integration ^[11-12]. Of course, in the context of urban-rural integrated development, while paying attention to rural planning and rural tourism planning, we should also fully consider the connection with local urban planning. In addition, in order to make the rural differential development, we should integrate and position the advantages of the industrial resources of different villages around the regional central city, so as to form different industrial development clusters and groups, so as to promote the coordinated and sustainable development of rural regional economy.



Rural Tourism Planning

Domestic rural tourism has experienced the early scattered "farmhouse entertainment" spontaneously organized by families, the relatively centralized "farmhouse entertainment" uniformly organized by communities, and the great development of rural tourism economy led by the government. Rural tourism has become an important new economic development mode in rural areas, which has played a wide role in promoting the development of rural economy ^[13-14]. In order to better guide and ensure the sustainability of rural tourism, rural tourism planning began to get the attention and support of the government. For example, in 2013, Shandong Province started the preparation of county rural tourism planning, gave relevant financial subsidies, and required each county (city, district) under its jurisdiction to formulate local rural tourism development planning. The compilation of rural tourism planning has theoretical guidance for regulating disordered rural tourism activities and determining long-term rural tourism development goals. But rural tourism is different from the general tourism area planning, has its uniqueness, in addition to the integration and design of resources to meet the tourism needs of urban residents, but also pay attention to the fit of rural tourism and rural development, especially to deal with the local residents how to benefit in tourism, because they constitute the main source of rural tourism development, is the influence and guarantee of rural tourism Village tourism is an important force for sustainable development ^[15-16].

The reversal of the original dominant position and the excessive interference of external forces will eventually aggravate the hollowing out of the soul of rural tourism destinations, especially some traditional villages and ancient towns, and make local residents flee one after another in tourism development. And this kind of escape can be divided into two situations: one is passive escape, which mainly refers to the local residents who have not fully benefited from tourism development.

Figure 2

Schematic diagram of rural tourism development space around core cities

They are increasingly suffering from the negative externalities brought by tourism, such as the sharp rise of living costs, the squeeze of living space and public resources, the intrusion of lifestyle and environment, and they are forced to choose to escape; the other is an active escape. It mainly refers to those who fully benefit from tourism development and can effectively transform resources into tourism capital. For example, the residence near the tourism commercial street can be rented as a tourism commodity shop or hotel. After making full profits, they will leave their residence to choose a more suitable living environment, or even a city. This is a kind of active escape. As a result, excessive commercialization has made some traditional villages or old towns look like the landscape, and the scenery remains the same. Tourists are weaving, but the essence of tourism has gradually degraded and vanished into a living dead city. As the legend of Lijiang Naxigule, Ke xuan once said in 2003, Lijiang is dead. Because now 80% of the people living in the ancient city of Lijiang are outsiders^[17-18]. However, this increasingly commercialized phenomenon still exists in the process of tourism development in many rural tourism destinations in China. However, this increasingly commercialized phenomenon still exists in the process of tourism development in many rural tourism destinations in China. Assuming that P_{\min} represent the minimum annual revenue of rural tourism under the influence of local policies, P_{\max} represent the maximum annual revenue of rural tourism under the influence of local policies, and D represent the coefficient of action of particle swarm optimization algorithm in a single year. Combined with the above physical quantities, the economic planning results of rural tourism income can be expressed as follows:

$$A = \frac{(P_{\min} + (1 - \beta)f)^2 \bar{y}}{(P_{\max} - \chi j) \times D} (1)$$

In the formula, β represents the tourism economic planning coefficient within the rural area, f represents the established behavioral economic income index, \bar{y} represents the average amount of rural tourism income supported by particle swarm optimization algorithm, χ represents the characteristic planning amount of rural tourism income, and j represents the rural tourism income coefficient based on local policy.

The Only Way to Upgrade Rural Tourism Industry

As a kind of local economic development, rural

tourism needs land as the space carrier to gather various production factors and construct, which naturally involves the land use problem. Rural tourism land not only includes the construction land for rural tourism development, operation, service, commerce, entertainment and other service facilities, but also includes the cultivated land that can improve the intensive degree of agricultural land management scale through land circulation and consolidation without changing the nature of land, and provide tourists with land landscape^[19-20]. Therefore, the rural land transfer is particularly important in rural tourism planning and industrial development. However, due to the current land policy, the rural tourism land transfer is in an embarrassing situation and becomes a bottleneck that is difficult to cross, which increasingly affects the industrial upgrading and sustainable development of rural tourism.

In the process of rural tourism development, various experiments are being carried out everywhere. For example, in June 2007, the national development and Reform Commission approved Chengdu and Chongqing to become the comprehensive experimental reform zone of urban-rural integration, and became the pioneer of urban-rural integration reform. One of its important tasks is to explore feasible rural land transfer mode, establish land use mechanism, make rational use of rural land and adjust industrial structure. To promote the reform of rural economy, improve the living standards of rural residents, in order to achieve the goal of urban and rural integration^[21]. In October 2008, the Third Plenary Session of the 17th CPC Central Committee issued the "Decision Of The CPC Central Committee On Several Major Issues Of Promoting Rural Reform And Development" to provide a policy explanation for land transfer, so that rural homestead and cultivated land can be transferred to attract foreign capital into the countryside and lay a foundation for the rapid development of the countryside.

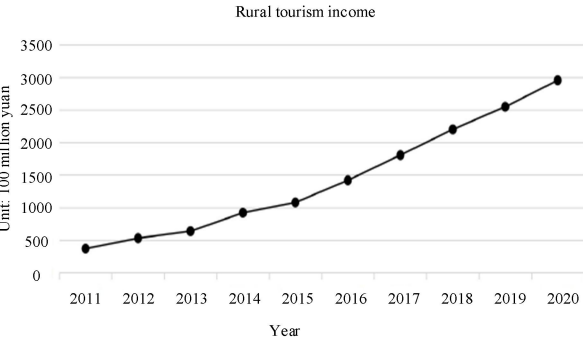
PRACTICAL ABILITY ANALYSIS

This paper analyzes the current situation of rural tourism and regional economic development in Shandong Province, and studies the current situation by selecting the relevant data from 2011 to 2020 and drawing bar chart and line chart. As rural tourism is a marginal industry after the integration of agriculture and tourism, Shandong Province as a major agricultural province, the development of rural tourism is closely linked with agriculture, so this chapter also analyzes the development status of rural tourism and agriculture in Shandong Province.

Shandong Province is located in the coastal area of China (114 ° 19 ' - 122 ° 43' e34 ° 22' - 38 ° 23'n). It has 17 cities including Jinan, Qingdao, Zibo and Zaozhuang. In the early stage of

developing rural tourism in Shandong Province, the government issued relevant policies, carried out investment promotion, and introduced relevant experts for planning. It can be seen that Shandong province attaches great importance to the development of rural tourism. In order to avoid the seasonal problems of tourism, we should pay attention to the integration of resources, extend the viewing time of tourism, and implement the combination of tourism and tourism. With the development of economy, the income of rural tourism in Shandong Province shows a steady growth trend, as shown in Figure 3.

Figure 3
Rural tourism income of residents in Shandong Province



According to the situation of rural tourism resources in Shandong Province, based on the characteristics of Shandong Province, we should

implement the leisure agriculture and rural tourism quality project, promote the improvement of rural tourism products, services, environment and infrastructure from "have" to "good", cultivate high-quality rural tourism with diversified products, rich formats, perfect supporting facilities and excellent services, and create a Qilu model of rural tourism At present, there are several development forms of rural tourist attractions, such as relying on coastal cities, scenic spots, characteristic towns, historical culture and agricultural science and technology. According to the above forms of development, the rural tourism in Shandong Province can be divided by the location of administrative divisions: the first circle has the highest heat, and its remarkable feature is that it is based on rural coastal vacation and coastal rural experience tourism. The tourism industry in coastal cities developed earlier, so there are many rural tourism scenic spots, among which the representative ones are located in Rongshan of Qingdao, Changdao of Yantai and Rongcheng of Weihai The third circle has the lowest heat, which is dominated by flowers and river ecological landscape level plain ecological light, with Heze, the peony producing area, and Binzhou, the Yellow River ecological landscape rich, as the representatives. According to the data provided by the tourism yearbook of Shandong Province and the government affairs network of the Department of tourism and culture of Shandong Province, this paper sorts out the main rural tourist attractions in Shandong Province in 2020, as shown in Table 1:

Table 1
main rural tourist attractions in Shandong Province in 2020

Location	Rural tourist attractions
Jinan	Zhujiayu, Ma set village, Xiyang town, Laiwu Xueyu tourist area, double spring town
Qingdao	Chengyang District, Xifu Town Street, Tian Heng Town, Vernon Tea Tourist Park, Laixi Xianduo Farm
Taian	Big Hankou Town, Daolang Town in Valley Village, Pingwa Village, Siri Mountain Village
Zaozhuang	Yi Yun Stone Tribe Tourist Resort, Yangzhuang Town, Eshan Town, West Wangzhuang Town, Jiehe Town
Linyi	Zhuquan Village, Dadian Town, Taokezi Village, Bolin Town, Zougou Village
Yantai	Longquan Town, Xin 'an Town, the village market town, Penglai Pavilion Street, Yangma Island Street
Jining	On nine mountain village, white stone town, water pool street, jia smoke pile village
Zibo	Zhonghao Yu Village, Shima Town, Xili Town, Hongshan Town
Rizhao	Renjiatai B&B tourist area, big warm account village, Dongjiantan folk tourism area, Zhaojiashihe village
Weifang	Well pond village
Dongying	Dingzhuang Town, West Song Township
Weihai	Dongzhudao Village, Yao Shanzhuang Village, West Tower Village, Zhang Cun Town
Dezhou	Zuoti Village, Jiaomiao Town, Xizhang Village
Liaocheng	Yushan Town, Jiangdi Village
Binzhou	Shuigou Village, Shuiluopo Town
Heze	Zhangwutun Village, Wangtang Village

The income of rural tourism in Shandong Province has increased year by year. It can be seen from table 2 that the proportion of the total

income of rural tourism in the total income of tourism has also increased, indicating that rural tourism is gradually attracting attention and

attracting tourists' attention. The proportion of rural tourism in the national economic income is also growing steadily, which has a certain role in promoting regional economic growth. The specific data are shown in Table 2:

Table 2
The total income and proportion of rural tourism in Shandong Province

Year	GDP (100 million yuan)	Total tourism revenue (100 million yuan)	Total rural tourism revenue (100 million yuan)	Percentage of total tourism revenue (%)	Percentage of GDP (%)
2011	34219.28	2452.2	370.00	15.09	1.08
2012	39571.20	3058.8	530.9	17.36	1.34
2013	45874.95	3736.6	637.6	17.06	1.39
2014	50626.96	4519.7	920.3	20.36	1.82
2015	55911.86	5183.9	1080.5	20.84	1.93
2016	60164.80	6192.5	1419.9	22.93	2.36
2017	63858.62	7062.5	1806.7	25.58	2.83
2018	67925.62	8030.7	2200.5	27.40	3.24
2019	72634.15	8708.1	2549.0	29.27	3.51
2020	76469.67	9892.4	2955.2	29.87	3.86

According to the analysis of Table 2, with the development of time, the rural tourism economy of Shandong Province has improved steadily. From the graph trend, we can see that the proportion of rural tourism contribution to Shandong Province will maintain a growth trend in the future. Among them, the proportion in 2020 is 3.86%, which is nearly four times of 1.08% in 2011. Rural tourism in Shandong Province has been in a state of long-term growth, which should be promoted to continue to grow steadily.

CONCLUSION

In recent years, the country has begun to pay attention to the development of rural tourism. Its driving role in rural economy and targeted poverty alleviation can not be underestimated. The research on rural tourism is a hot issue in the society. Rural tourism drives the development of surrounding areas, and the spillover effect on space is also the subject that the author will study in the next step:

(1) This paper constructs the research model of rural tourism spatial economic development, and further analyzes the differences of rural tourism development in different cities.

(2) This paper studies the impact of rural tourism on regional spatial economy from a micro perspective.

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