

## **Раздел 5**

### **УПРАВЛЕНИЕ В ТЕХНИЧЕСКИХ СИСТЕМАХ**

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#### **СОВРЕМЕННОЕ СОСТОЯНИЕ СЕЛЬСКОГО ТУРИЗМА И ПУТИ УСТОЙЧИВОГО РАЗВИТИЯ В РАМКАХ ИНИЦИАТИВЫ «КРАСИВАЯ СЕЛЬСКАЯ МЕСТНОСТЬ»**

#### **CURRENT STATE OF RURAL TOURISM AND SUSTAINABLE DEVELOPMENT PLANS UNDER THE «BEAUTIFUL COUNTRYSIDE» INITIATIVE**

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В статье рассматривается важность развития сельского туризма и определены ключевые проблемы в данной области: отсутствие долгосрочного стратегического планирования, однообразие предлагаемых туристических продуктов, ограниченные каналы инвестирования и нехватка квалифицированных специалистов. Предлагаются меры направленные на обеспечение адекватной политической, финансовой и кадровой поддержки для развития сельского туризма, включающие разработку планов развития сельского туризма, создание региональных культурных брендов.

This paper emphasizes the importance of developing rural tourism and identifies key challenges, such as the lack of long-term strategic planning, monotonous tourism products, limited investment channels, and a shortage of skilled professionals. The paper concludes by proposing solutions, including the development of rural tourism plans, the creation of regional cultural brands, the expansion of investment channels, and a focus on talent cultivation. These measures aim to ensure adequate policy, financial, and human resource support, enabling rural tourism to achieve sustainable development within the framework of the Beautiful Countryside Initiative.

**Ключевые слова:** Красивая сельская местность, сельский туризм, стратегии развития.

**Key words:** Beautiful Countryside, rural tourism, development strategies.

Nowadays people's quality of life is gradually improving, the awareness of tourism is increasing, and the demand for the form of tourism is more diverse. Rural tourism can integrate the unique material and non-material resources of the countryside and carry out secondary development, so as to attract urban residents to travel and consume in the countryside, help the development of rural tourism and realize the extension of the industrial chain. The development of rural tourism is of great significance to rural revitalization, poverty alleviation and beautiful countryside construction. In the construction of beautiful countryside, the development of rural tourism can not only improve the rural environment, but also optimize the industrial structure and promote farmers' income. However, in the actual development process of rural tourism, there are still some problems in the development strategy, tourism products, investment channels and talent training, etc. Targeted countermeasures should be taken to promote the healthy and sustainable development of rural tourism.

### **Importance of developing rural tourism.**

In the context of the rising consumption level of urban and rural residents, tourists are generally more concerned about ecotourism, tourism and culture. Rural tourism is a kind of industrial business activities based on rural resources, in the industrial scale, covering the scope of the group continues to expand the situation, will be included in the local economic development strategy, can effectively overcome the rural tourism resources of small, scattered, weak and so on, relying on the integration of resources, policy support and other supporting measures, not only to provide tourists with a good tourist environment and service experience, but also conducive to improve local It is also conducive to the improvement of local infrastructure, the extension of the transportation network, and the improvement of supporting industries. From the perspective of the tourism service object, tourists are generally more concerned about the accommodation conditions, catering and hygiene, and hospitality services in rural tourism destinations, especially the higher requirements for safety and hygiene, which requires increased investment in rural tourism infrastructure construction, improvement of the rural habitat environment, and highlighting the characteristics of rural areas [1].

### **Optimization of the industrial structure.**

In the previous rural industrial structure, traditional agriculture occupies the primary position, mainly planting and breeding, the form of production is relatively single, and affected by precipitation, light and other natural factors, the economic benefits are not stable. In the process of optimizing the rural industrial structure, it can take advantage of the natural landscape, agricultural resources and idyllic scenery in and around the countryside to vigorously develop tourism, attract tourists from all over the country, rely on the tertiary industry to drive the development of the primary industry, reduce the cost of sales of agricultural and sideline products, improve the added

value of products, and rely on a new type of industrial structure to increase the income of farmers [2].

### **Broadening of the employment channels of farmers.**

Rural industrial structure is relatively single, the cultural level of many farmers is generally low, suitable for fewer jobs, long-term in the state of «hidden unemployment». After the development of rural tourism, the multiplier effect of tourism can make farmers realize employment without leaving their hometown [3]. At present, the leisure tourism products represented by the farmhouse has become the first choice of urban residents for short-distance travel, which not only enables local farmers to obtain additional income in the farming season, but also attracts a large number of migrant workers to return to their hometowns to start their own businesses and employment. In addition, local grass-roots governments can provide policy support in terms of funding and land use, and encourage farmers to participate in training in catering services, cooking skills, and hospitality etiquette, so as to further broaden the employment channels of the rural population and drive the development of the local rural economy.

### **Problems faced by the development of rural tourism under the construction of beautiful countryside.**

In recent years, under the impetus of beautiful countryside construction, rural tourism has been developed to a certain extent, but the overall level of development is not high, basically in the primary stage, the overall strategic planning is not long-term enough, there are deficiencies in tourism products, industrial investment, etc., which need to be further improved.

### **Lack of long-term planning for tourism development.**

At present, many forms rural tourism in the formulation of strategic objectives lack long-term vision, resulting in rural tourism development level is not high. First of all, the homogenization of rural tourism products is serious. Some villages try to take characteristic agricultural products as an entry point to establish a tourism product chain integrating picking, selling and sightseeing experience to drive the development of local tourism and industrial revitalization. However, due to a variety of factors such as poor planning of village layout, limited ability of farmers themselves, and poor development, management and operation, the development of rural tourism has yielded little results, failing to give full play to the effect of industrial agglomeration, and the development of tourism products has become seriously homogenized. Secondly, villagers generally lack of environmental awareness. Villagers' tourism resources protection awareness is relatively weak, not to establish a standardized tourism service system, so that the phenomenon of idle tourism resources and overdevelopment coexist, is not conducive to the sustainable development of rural tourism [4].

### **Single tourism product.**

The vast majority of rural tourism product development is still in the primary stage, and the tourism projects of various attractions are mainly based on picking, farming, experiencing folk culture, etc. Many rural tourism sites fail to design and produce tourism products with regional characteristics. Except for the characteristic cultural products in the villages, other tourism products are relatively single, such as the sightseeing agriculture cannot present different landscapes in the four seasons, the sales of tourism products are mainly based on ground stalls, and the types and quantities of products are limited. At the same time, the rural tourism model is single, the common form is «eat farmhouse meal, live in farmhouse, do farmhouse work» [5], etc., fewer sightseeing tour scenic spots, tourists are difficult to get in-depth experience, the lack of cultural connotation of rural characteristics, and it is difficult to satisfy the personalized experience needs of different tourists, and the value-added of the tourism products is low, which is easy to make the tourists aesthetically fatigue. The added value of tourism products is low, and it is easy for tourists to experience aesthetic fatigue.

#### **Single source of funding and large gap.**

Although in recent years, under the leadership of the construction of beautiful countryside, rural areas, human settlements, transportation infrastructure have been improved to a certain extent, but the relevant supporting facilities are still not sound enough, the tourism industry development, building protection and repair and other projects are not enough funds for construction. At present, the domestic tourism authorities at all levels to provide funds for rural tourism development is generally less, most of the villages and towns rely solely on financial support, and did not realize the marketization of rural development, for the high degree of dependence on external investment, the lack of stable profitability and industrial development paths, and it is difficult to achieve sustainable development. At the same time, some villages fail to develop characteristic tourism industries according to local conditions, and the location of rural tourism sites is usually more remote, the transportation and other infrastructure is relatively backward, the attraction of investors is limited, which restricts the promotion of the construction of beautiful villages.

#### **Lack of rural tourism management talents.**

Under the background of beautiful countryside construction, many provinces and cities across the country have been promoting regional tourism and ecological civilization village construction. In Hainan Province, for example, the demand for talents in the fields of rural catering, lodging operation, tourism commodity service, tourism project development, market operation and other fields is large, but the existing talent reserves are still smaller than the actual demand, the key positions of management talents are scarce, the current elite education model cannot adapt to the specific tourism job requirements, is not conducive to the introduction of high-quality talents and retention, the development of rural tourism is still faced with the real dilemma of high turnover rate,

and the lack of talents is not favorable. The development of rural tourism is still facing the reality of high turnover rate, which is not conducive to the healthy and sustainable development of rural tourism.

### **Countermeasures for rural tourism development under the construction of beautiful countryside.**

#### **Plans of the long-term development.**

First of all, make the development plan of rural tourism with characteristics to avoid homogenization. In view of the poor planning of village layout, limited capacity of villagers, poor management and other problems, long-term rural tourism development planning should be formulated, under the leadership of the local government, based on the whole, the overall situation, strengthen the leadership, create a perfect management system, fully highlight the regional characteristics. For example, in the house façade decoration, can be added to the local ancient architecture related elements, the characteristics of the cultural elements into the roof, exterior wall transformation, to promote the inheritance and dissemination of local characteristics of culture. Secondly, enhance the villagers' awareness of environmental protection. In the development of tourism resources, should establish a sense of protection, the establishment of a perfect tourism service system, to avoid idle tourism resources and overdevelopment, to promote the sustainable development of rural tourism. At the same time, leaders at all levels should attach great importance to the development of rural tourism, highlighting the seriousness and professionalism, and comprehensively carry out the investigation and mapping of rural tourism resources in the province, and develop the development planning program by professionals, and implement the content of the plan in order to achieve the long-term strategic objectives.

#### **Creating regional cultural brands and increasing the development of tourism products.**

To address the problem of single rural tourism products, firstly, the long history and culture of the countryside should be fully explored and combined with local natural resources such as landscape and fields to attract tourists, so that they can deeply appreciate the connotation of traditional culture and buy the cultural and creative products derived from it. Secondly, it focuses on the construction of supporting facilities, including a four-season flower sea, a kungfu inn, a cultural exhibition hall, and a farmhouse experience hall, to create a favorable shopping environment for tourists. Finally, taking traditional characteristic culture as the theme, highlighting cultural creativity through agricultural farming, craft production and creation, packaging design, etc., and developing projects such as parent-child manor, cultural and creative stores, modernized agricultural demonstration gardens, etc., digging deeply into the cultural connotations thereof, and guiding tourists to emotionally resonate with the countryside landscapes while enriching the tourists' experience of traveling and vacationing, thus laying a good foundation for the development

of potential sources of customers and the utilization of tourism resources. Lay a good foundation for the development of potential customers and the utilization of tourism resources, thus promoting the overall operational efficiency.

#### **Adhering to government guidance and broadening investment channels.**

With the support of financial funds, although the infrastructure of the countryside has improved, but the financial funds are limited, so in the attractions to build should expand investment channels, under the guidance of the government, to the main body of social funds, all kinds of resources will be integrated.

First, the government to fulfill its functions. Governments at all levels should play a guiding role, the establishment of rural tourism development leading group, in the arrangement of agricultural funds, prioritize the allocation to the rural tourism sites. At the same time, in view of the contradiction between the development of rural tourism and ecological environmental protection, the government should actively perform the function of guiding and regulating, building an exclusive network platform for rural tourism, cooperating with ticketing agencies such as Flying Pig and Ctrip, reasonably adjusting the ticket price, and giving preferential treatment to tourists booking on line, which is used to attract customers and increase the advance receipts, so as to revitalize the cash flow of rural tourism, promote the intelligent development of rural tourism, and enhance the efficiency of capital turnover. capital turnover efficiency. At the same time, it is also necessary to make strict restrictions on the number of tourists per unit of time, the number of attractions open, relying on various media platforms to publicize the protection of ancient village ruins and other aspects of knowledge, guide the villagers to actively participate in the local ecological environmental protection and supervision, to achieve the sustainable development of ecotourism resources.

Second, integrate social capital. The state should encourage social capital to enter the countryside and help rural economic development. By innovating rural financial services, promoting the development of inclusive finance, and relying on incentives, tax incentives, subsidies and other ways to extend the industrial chain, it provides credit support for the development of rural tourism.

Third, farmers invest on their own. Rural areas should be created according to the actual needs of rural tourism service society, mainly responsible for sightseeing tourism, agricultural and sideline products production and marketing, as well as investment management and other work. Such as the promotion of the shareholding system, in accordance with the “who invests, who makes a profit, who bears the risk” principle, to encourage farmers to actively participate in the shares, can be in the form of capital, land, labor and other forms of participation in the investment, the cooperative will be divided into equal shares of the investment, the villagers voluntarily subscribe

to enjoy the corresponding rights and interests, to fulfill the corresponding obligations, to participate in decision-making, and to work together to promote the development of rural tourism. Work together to promote the development of rural tourism.

### **Focus on talent cultivation and improve tourism management level.**

In view of the lack of business and management personnel in the process of rural tourism development, the problem can be solved from two aspects, namely, focusing on the training of existing talents and strengthening the introduction of professional talents. At present, most of the villages are in the primary stage of tourism construction and development, taking into account the capital, accommodation and other issues, should try to start from the local villagers, focusing on the selection and training of internal talents.

First of all, the combination of «bringing in» and «going out». «Bringing in» refers to attracting foreign rural tourism talents by increasing promotion opportunities and creating a humanized corporate culture, so as to strengthen the talent team. “Going out” refers to selecting talents with positive attitude and strong learning ability to study in other rural tourism places, and also encouraging professional farmers and highly educated young people to use advanced management concepts and technologies to drive the surrounding masses to get rich and accumulate business and management experience.

Secondly, improve salary and welfare. In order to avoid a large number of talent loss, the salary and welfare level of rural tourism talents should be appropriately improved and a perfect assessment system should be formulated. At the same time, to give better performance of the staff a certain reward, thus stimulating the enthusiasm of the staff, so that they are fully committed to their work, take the initiative to understand the actual needs of tourists, the purpose of the tour, consciously learn the marketing and promotion strategy of tourism products, and in view of the development of the local rural tourism characteristics of the operation and management of knowledge for special learning, to learn more about the local traditional culture, so as to better serve the tourists.

### **Conclusion.**

To summarize, rural tourism has become one of the highlights of the tourism industry, which can help improve the appearance of the countryside and increase the income of farmers, and can also satisfy the psychological needs of urban residents to “return to the countryside and live in the countryside”. In the process of actual development of rural tourism, rural areas can make rural tourism planning, create regional cultural brands, expand investment channels, focus on personnel training, etc., so that the development strategy, tourism products, investment channels and personnel training and other aspects of the problem can be properly solved, for the construction of a beautiful countryside to provide more strengthened assistance, and to promote the rural tourism to

achieve sustainable, high-quality development.

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## ПРИМЕНЕНИЕ ГЛУБОКОГО ОБУЧЕНИЯ ДЛЯ РАСПОЗНОВАНИЯ РЕЧИ НА ХАЙНАНЬСКОМ ДИАЛЕКТЕ ЛИГАО

## APPLICATION OF DEEP LEARNING IN SPEECH RECOGNITION OF HAINAN LINGAO DIALECT

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Диалект Лингао является уникальным и важным диалектом провинции Хайнань. Разработка системы распознавания речи сталкивается со многими трудностями из-за нехватки речевых ресурсов и отсутствия стандартизации. Чтобы повысить точность распознавания речи на диалекте Лингао. В данной статье собраны многомерные данные о речи на Лингао продолжительностью более 400 часов и создан специализированный набор данных. Используется платформа WeNet3.0 с открытым исходным кодом, при этом используется сверточно-усовершенствованная модель преобразования Conformer для углубленного обучения. Благодаря многократным раундам оптимизации в этой модели распознавания речи частота ошибок в словах достигает 8,04%.

Lingao dialect is a unique and important dialect in Hainan Province. The development of