

# Legal Issues and Countermeasures in the Development of Tourism Industry under the Background of Rural Revitalization: A Case Study of Qianshan City

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## Abstract

With the deepening implementation of the rural revitalization strategy, the tourism industry, as an important engine for promoting rural economic development, has become increasingly prominent. However, while the tourism industry is rapidly developing, a series of legal issues have also been exposed. This article takes Qianshan City as an example to deeply analyze the legal issues in the development of tourism industry under the background of rural revitalization, and proposes corresponding countermeasures, aiming to provide legal protection for the high-quality development of rural tourism industry.

## Keywords

Rural revitalization, Legal issues, Rural Tourism.

## 1. Introduction

The rural revitalization strategy is one of the important strategies for China's economic and social development, and the tourism industry, as an important component of the rural economy, is of great significance in promoting rural revitalization. However, in the rapid development of the tourism industry, some legal issues have gradually emerged, which have constrained the healthy development of rural tourism. Therefore, in-depth research on the legal issues of tourism development under the background of rural revitalization and proposing effective countermeasures are of great significance for promoting the high-quality development of rural tourism.

## 2. Development Status of Tourism Industry in Qianshan City

### 2.1. Overview of Tourism Industry in Qianshan City

Qianshan City is located in the southwest of Anhui Province, with abundant tourism resources, beautiful ecological environment, famous natural landscapes such as Tianzhu Mountain, and profound historical and cultural heritage, such as ancient Anhui culture and the birthplace of Peking Opera culture. Since the comprehensive implementation of the rural revitalization strategy, Qianshan City has seized the opportunity and regarded tourism as a key engine to promote rural development, ushering in a new development opportunity. Qianshan City vigorously implements the strategy of "ecological development and cultural tourism revitalization", with Tianzhu Mountain as the leader and comprehensive tourism as the lever, actively promoting the integration of culture and tourism. At present, the city has numerous 3A level and above scenic spots, and has successfully established a national comprehensive tourism demonstration zone.

In terms of tourist reception, data shows that the number of tourists received in Qianshan City has been steadily increasing in the past few years. More and more tourists are attracted by the

natural landscapes and rural scenery of Qianshan City, not only due to the natural charm of Tianzhu Mountain, but also due to the gradual development of rural tourism projects. For example, some rural areas rely on local specialty agricultural products and pastoral scenery to create tourism projects such as picking experiences and rural tourism, attracting tourists from surrounding cities to come and relax.

From the perspective of tourism revenue, the tourism industry has become one of the important pillars of economic development in Qianshan City. The growth of tourism revenue not only comes from ticket revenue, but also includes various aspects of tourism consumption, such as catering, accommodation, shopping, etc. With the continuous improvement of the tourism industry chain, the comprehensive tourism income continues to increase, injecting vitality into the local economic development.

## **2.2. Basic situation of tourism development in Qianshan City**

### **2.2.1. Tourism resource development**

Natural landscape development: Tianzhu Mountain, as the most representative natural landscape in Qianshan City, continuously improves its infrastructure construction. The repair of hiking trails and the update of cable cars have improved the convenience and safety of tourist travel. At the same time, a series of leisure and vacation projects have been developed around Tianzhu Mountain, such as Tianzhu Mountain International Health Tourism Resort, which combines natural landscapes with health tourism to meet the needs of different tourists.

Rural tourism resource development: Qianshan City has deeply explored rural tourism resources and created multiple characteristic tourist villages. Huangpu Village in Huangpu Town, relying on a good ecological environment and characteristic industries, has developed ecological agriculture tourism. Tourists can visit modern agricultural planting bases, learn about the planting process of crops, and participate in agricultural experience activities. In addition, some traditional ancient villages have also been protected and developed, such as Xiaomu Ancient Pottery Village, where tourists can experience ancient pottery making techniques and feel the charm of traditional culture.

### **2.2.2. Construction of tourism supporting facilities**

Transportation facilities: With the support of the rural revitalization strategy, the transportation network in Qianshan City is continuously improving. The opening of the He'an Jiujiang High speed Railway has greatly shortened the time and space distance between Qianshan and surrounding major cities, integrating Qianshan into the "high-speed rail tourism circle" of the Yangtze River Delta region. At the same time, the construction and renovation of tourist roads in the city, as well as the opening of multiple tourist routes, have made it more convenient for tourists to travel between various attractions in the city.

Accommodation and catering facilities: In order to meet the accommodation needs of tourists, Qianshan City has developed diversified accommodation formats. In addition to star rated hotels, characteristic accommodations such as homestays and farmhouses are also flourishing. These homestays emphasize the integration with local culture and provide unique accommodation experiences for tourists. In terms of catering, Qianshan City has launched a series of local specialty foods, such as Tianzhu Mountain Gualou Seed and Xuehu Tribute Lotus Root, allowing tourists to experience Qianshan's food culture while tasting delicious food.

### **2.2.3. Tourism market promotion**

Qianshan City actively carries out tourism market promotion activities to enhance the city's tourism visibility. By participating in various tourism exhibitions and holding tourism and cultural festivals, we aim to showcase the tourism resources of Qianshan to domestic and foreign tourists. At the same time, online publicity is carried out on the Internet platform, and

tourism information and preferential policies are released through social media, tourism websites and other channels to attract tourists.

Qianshan City actively expands its tourism market and enhances the city's tourism visibility through various means. Participate in domestic and international tourism exhibitions every year, with a focus on showcasing rural tourism products at the exhibitions. Persistently holding the Tianzhu Mountain Tourism and Culture Festival has attracted a large number of tourists and media attention. At the same time, we use the Internet platform for online publicity, cooperate with Ctrip, Meituan and other tourism platforms, and release tourism information and preferential policies.

### **3. Legal Issues in the Development of Tourism Industry under the Background of Rural Revitalization**

#### **3.1. Lack of legal protection for rural tourism land**

##### **3.1.1. Restrictions on the entry of collectively operated construction land into the market**

The Ministry of Natural Resources has launched a pilot program for the entry of rural collective operating construction land into the market. There are 11 pilot quotas in Anhui Province, but only Huaining County was selected as the pilot county in Anqing City. Qianshan City was not approved for this round of entry pilot, resulting in the inability to carry out entry work during the pilot period. The development of rural tourism is restricted in the use of collective operating construction land, and there is a lack of legal channels and legal protection for entry into the market.

##### **3.1.2. Limitations of facility agricultural land policy**

There are clear restrictions on the use of facility agricultural land, which cannot be used for the renovation of residential buildings, private estates, villas, or for commercial purposes such as catering, entertainment, and health care. If it is used for these common rural tourism projects, the construction land approval procedures must be handled in accordance with the law, but the relevant approval procedures are complex and there are policy linkage issues. For some local operators who want to use facility agricultural land to develop rural tourism, they face difficulties in transformation due to policy restrictions.

##### **3.1.3. Insufficient legal protection for land transfer**

According to research, most local farmers use their homestead or contracted land for homestays, rural tourism and other businesses. In the development of rural tourism in Qianshan City, land transfer is a common method, but there is a problem of incomplete legal protection in the process of land transfer. Firstly, the existing laws lack detailed provisions on the rights and obligations of both parties involved in the transfer, making it difficult to effectively define responsibilities in case of disputes. Secondly, the lack of sound legal regulations on the period of land transfer and changes in land use may lead to unstable factors in land use for some rural tourism projects.

##### **3.1.4. Fuzzy regulations on the connection with ecological protection red lines**

Although there are relevant regulations on the ecological protection red line, there is a lack of clear and explicit provisions in the connection between rural tourism land and the ecological protection red line. For some rural tourism projects located on the edge of ecological protection red lines or involving ecologically sensitive areas, it is difficult to accurately determine which areas can be developed, which areas are strictly prohibited from development, and how to carry out ecological compensation and protection during the development process, lacking specific legal guidance. Qianshan City has ecologically sensitive areas such as Tianzhu Mountain, but there is a lack of specific operational guidelines for local restrictions on tourism activities

within the ecological protection red line. For example, there is still no clear legal basis for the rational development of supporting facilities for hiking and sightseeing within protected areas.

### **3.2. There are deficiencies in the legal regulatory mechanism**

In terms of collaborative supervision among multiple departments, rural tourism development involves multiple departments such as culture and tourism, environmental protection, land, and agriculture. There is a lack of close coordination and cooperation among departments in Qianshan City, which is prone to unclear responsibilities and mutual shirking. It is difficult to form a joint force in the supervision of the entire process of rural tourism projects from planning to operation. For example, in terms of ecological protection, it is difficult to clarify which department should take the lead in handling some tourism development behaviors that damage the ecological environment and what responsibilities each department should bear.

From the perspective of market access and business regulation, there is a lack of comprehensive and unified access standards and business norms for some emerging formats and small projects in rural tourism, such as characteristic homestays and rural amusement facilities. Some small amusement parks and projects only need to find a good site and purchase equipment to operate, and the operators have basically not obtained the corresponding installation, maintenance, and operation qualifications. There is a lack of unified standards for such amusement facilities in relevant laws and regulations, and there are blind spots in supervision.

In terms of land transfer and utilization supervision, although the Qianshan City Procuratorate has carried out special prosecutorial supervision activities on the transfer of land management rights, there are still problems such as non-standard contracts and opaque procedures in land transfer. The lack of more detailed and targeted legal regulatory measures for the transfer of rural tourism land makes it difficult to protect the legitimate rights and interests of both parties involved in land transfer, and is also detrimental to the long-term stability of rural tourism projects.

In terms of ecological environment supervision, although there are relevant ecological protection laws and regulations, there is a lack of specific legal norms and operational rules for evaluating the carrying capacity of the ecological environment in the process of rural tourism development. This has led to some areas having unreasonable layout planning, excessive land occupation, deforestation, etc., which have disrupted the local ecological balance during tourism development. And the punishment for behaviors such as sewage and garbage discharge generated during the tourism operation process is insufficient, making it difficult to form effective constraints.

In terms of safety supervision, there are loopholes in the safety supervision of accommodation, catering, amusement facilities, etc. in rural tourism. Although there are industry standards such as "Basic Requirements and Evaluation for Tourist Homestays" at the national level, Qianshan City has not formulated detailed regulations based on local conditions. For example, the requirements for fire safety, hygiene, and building safety of homestays are not clearly quantified (such as the ratio of room area to fire safety facilities), resulting in excessive discretion in approval, and some homestays evade supervision by "brushing the edge". At the same time, the lack of differentiated management measures based on the size (such as less than 10 rooms and more than 10 rooms) or type (traditional residential renovation and new homestays) of homestays has led to small homestays often evading supervision under the guise of "family sideline". In addition, many homestays have been renovated from old residential houses without setting up escape routes, smoke alarms, or fire extinguishing equipment according to standards. Some homestays around Tianzhu Mountain pursue a "pastoral style" by using wooden structures without fire prevention treatment, which poses a high risk of fire. However, the manpower of grassroots fire departments is limited, and the inspection frequency

of homestays in remote mountainous areas is very low, often using "verbal rectification" instead of administrative penalties, resulting in long-term hidden dangers.

### **3.3. Villagers have weak awareness of the rule of law**

Under the promotion of the rural revitalization strategy, Qianshan City has vigorously developed its tourism industry based on its abundant natural and cultural resources. However, the weak legal awareness of villagers has become a key bottleneck restricting its sustainable development. This weak awareness of the rule of law is not only reflected in the lack of legal knowledge, but also in specific aspects such as business behavior, rights protection, and dispute resolution, leading to frequent conflicts and various illegal and irregular behaviors in tourism development.

#### **3.3.1. Lack of legal awareness: passive participation and blind management**

Firstly, most villagers are not familiar with regulations such as the Tourism Law and the Quality Standards for Rural Tourism Services. For example, they mistakenly believe that "transforming their own houses into homestays does not require approval," leading to widespread unlicensed operations. Villagers around Tianzhu Mountain once illegally converted farmhouses into homestays, but were forced to shut down due to non-compliance with fire safety standards, resulting in economic losses. Secondly, when villagers sign land lease and dividend agreements with tourism enterprises, they often overlook the details of the terms and even rely solely on verbal agreements. For example, a village collective collaborated with a company to develop a drifting project, but due to the lack of clear profit distribution ratios, the company refused to distribute dividends later on, citing "high operating costs", and the villagers were unable to protect their rights in accordance with the law. Some villagers sublet their contracted land to third parties without completing the filing procedures in accordance with the Rural Land Contracting Law, resulting in ownership disputes. In a case in 2023, villagers were forced to halt the project due to a tripartite dispute over privately subletting forest land.

#### **3.3.2. Misconduct in Business: Irregular Operations and Short term Pursuit of Profit**

A large number of farmhouses and homestays have not obtained hygiene permits, fire safety inspections, and other procedures, evading supervision under the guise of "family sideline". A homestay in Longtan Township used a dilapidated building for reconstruction, but did not conduct structural safety appraisal. Finally, due to rainstorm, the compensation dispute lasted for several months after tourists were injured. Food safety hazards are also very prominent. Villagers' self-produced ingredients are directly supplied to restaurants without inspection, and even sold wild protected animals (such as stone chickens) as "specialty dishes", which violates the Wildlife Protection Law. In order to attract tourists, local villagers have excessively developed natural resources, such as setting up hiking trails in the Tianzhu Mountain scenic area, leading to soil erosion, or illegally demolishing traditional buildings and converting them into commercial facilities in ancient villages, which violates the Cultural Relics Protection Law.

#### **3.3.3. Weak ability to protect rights and interests: passive victimization and lack of relief**

Villagers, due to their lack of understanding of the compensation standards in the Land Management Law, accepted agreements lower than the statutory amount during land acquisition and house demolition. For example, during the expansion of a certain scenic area, villagers did not request an evaluation of the land appreciation, and only received a compensation of 30000 yuan per mu, far below the market price. In addition, enterprises embezzle collective profits through "yin-yang contracts", such as dividing ticket revenue as a "cost" and distributing profits, which villagers cannot see through due to a lack of legal knowledge. When faced with complaints from tourists about service quality, villagers often use the excuse of "limited rural conditions" and even refuse refunds. In 2023, a tourist claimed



compensation for room facilities that did not meet promotional requirements. Villagers threatened to "drive people away if there is any more disturbance," which eventually escalated into an online public opinion incident.

#### **3.3.4. Traditional dispute resolution methods: reliance on personal relationships and exclusion of justice**

In conflicts of interest with tourism companies (such as dividend disputes), villagers are more inclined to collectively petition rather than file lawsuits. More than 50 villagers in a certain village have blocked the government gate due to unfair distribution of profits from the scenic area, instead of claiming their rights through legal procedures, leading to the complexity of the problem. Villagers have a fear of the judicial process, believing that "it costs money and effort to win a lawsuit" and would rather accept unfair mediation. Some villages rely on clan elders to mediate tourism development conflicts, often resulting in a bias towards local villagers. For example, when there is a conflict between tourists and villagers, elders force tourists to compensate for "mental losses", ignoring the provisions of the Public Security Administration Punishment Law.

### **3.4. Insufficient protection of consumer rights and interests**

#### **3.4.1. Low information transparency and frequent false advertising**

Some homestays and farmhouses excessively beautify their service conditions in online platforms or promotional materials to attract tourists, such as labeling ordinary farmhouses as "high-end mountain view rooms", but in reality, there are problems such as outdated facilities and unstable hot water supply when checking in. There have been travel agencies around Tianzhu Mountain using "intangible cultural heritage experience" as a gimmick to attract tourists, but the actual itinerary only arranged a 10 minute pottery exhibition, which has caused a collective complaint. The more hidden chaos lies in the "word game" - a certain scenic spot promotes "free visits to ancient villages" as a feature, but does not mention the need to purchase additional tickets to enter the core buildings. Tourists generally report being "tricked".

#### **3.4.2. Lack of service standards and coexistence of security risks**

Rural tourism operators generally lack standardized awareness and weak basic guarantees such as hygiene and safety. For example, during the peak season of the Shuihou Town drifting project, there is insufficient provision of life jackets, and some damaged life jackets are repeatedly used; The hygiene conditions in the kitchens of some rural homestays in Poyum Township are worrying, with widespread outdoor storage and mixing of raw and cooked ingredients. In 2023, there was a food poisoning incident caused by tourists consuming undercooked river fish. What's more serious is that some homestays deliberately preserve old circuits in pursuit of "original ecology". In 2022, a wooden structure homestay in Longtan Township caused a fire due to aging wires, resulting in a loss of over 50000 yuan in tourist property. Afterwards, the operator used "force majeure" to shift responsibility.

#### **3.4.3. The interweaving of price chaos and rights protection dilemma**

During the peak tourist season, some businesses have a prominent phenomenon of raising prices by sitting on the ground. For example, a homestay at the foot of Tianzhu Mountain saw its weekend room price skyrocket from 200 yuan on weekdays to 800 yuan without providing an invoice; Restaurants around the scenic area set prices for seasonal wild vegetables, local chicken and other "specialty dishes" at will, with a regular stir fried bamboo shoot priced at 128 yuan, far exceeding the market price. After disputes occur, tourists often face the dilemma of having no way to protect their rights: market regulatory authorities often rely on mediation after receiving complaints, but some operators have a tough attitude and even threaten to "make another complaint and you won't be able to leave the village"; Tourists are often forced

to compromise due to tight schedules or insufficient evidence (such as verbal bargaining or lack of consumption vouchers).

#### **3.4.4. Regulatory lag and interference from local protectionism**

Despite the establishment of a tourism complaint hotline in Qianshan City, the efficiency of handling complaints is limited by insufficient grassroots law enforcement forces. For example, during the May Day holiday in 2023, tourists complained that a certain scenic spot was forced to purchase joint tickets. The Cultural and Tourism Bureau only intervened in the investigation three days later, and the scenic spot involved was only ordered to rectify without being punished. The deeper problem is that some villages and towns adopt a "turn a blind eye" attitude towards local operators in order to maintain economic income. A township official privately admitted, "Villagers have just lifted themselves out of poverty through tourism, and severe punishment may dampen their enthusiasm." This tendency has led to the regulatory authorities only requiring the removal of advertisements when professional anti-counterfeiting personnel report false advertising of a homestay, without imposing the maximum punishment according to the Consumer Rights Protection Law.

#### **3.4.5. The regulatory gap in emerging business models exacerbates risks**

With the penetration of the "internet celebrity economy", a large amount of Qianshan tourism "grass planting" content has emerged on short video platforms, but promoters often charge merchants fees to exaggerate promotion. In early 2024, a blogger recommended a "secret hiking route" that caused multiple tourists to get lost, and the rescue took 8 hours. Later, it was discovered that the route belonged to an undeveloped area, but the blogger evaded responsibility by sharing his personal experience. In addition, in new projects such as rural research, health tourism, etc., the qualification review of institutions was not strict. The "Chinese medicine health trip" organized by a company claimed to "cure chronic diseases", but in fact, it arranged unlicensed personnel for acupuncture and moxibustion, causing skin infections among tourists.

## **4. Countermeasures and suggestions**

### **4.1. Strengthen the legal protection of rural tourism land**

#### **4.1.1. Cracking the bottleneck of collective commercial construction land entering the market**

Firstly, it is necessary to improve the market entry process and regulatory mechanism, conduct in-depth research on the relevant policies of the state on the entry of collectively operated construction land into the market, and formulate detailed and operable market entry process standards based on the actual situation of Qianshan City. Clarify the rights and obligations of the land ownership subject, standardize land evaluation, transaction methods, and income distribution. Establish and improve regulatory mechanisms, strengthen supervision over the use and development intensity of land entering the market, and ensure the legal and compliant use of land. For example, establishing a dedicated collective management agency for the entry of construction land into the market, responsible for reviewing entry applications, supervising the transaction process, and subsequent development and utilization. Secondly, it is necessary to promote the reform of the rural land property rights system, further clarify collective land property rights, carry out the "look back" work of rural land ownership registration and certification, and ensure that land property rights are clear and without disputes. Encourage village collectives to participate in rural tourism project development through land investment, joint ventures, etc., to safeguard the legitimate rights and interests of village collectives and farmers. If a land stock cooperative is established, the scattered collective management construction land will be centralized, planned and developed uniformly, and the efficiency of

land use will be improved. Finally, through organizing training courses, distributing promotional materials, on-site consultations, and other methods, we aim to promote the policy of collective commercial construction land entering the market to rural grassroots cadres and farmers, improve their understanding and awareness of the policy, and enhance their policy implementation ability and service level through training.

#### **4.1.2. Optimize the adaptability of facility agricultural land policies**

Reasonably adjust the scope and standards of facility agricultural land according to the actual needs of rural tourism development in Qianshan City. For facility agricultural land engaged in leisure agriculture, rural tourism and other projects, the land use scale and construction standards should be appropriately relaxed without damaging the cultivated layer of the land and changing the land use. For example, it is allowed to construct supporting facilities such as agricultural product exhibition halls and tourist reception centers with a certain area, but their usage period and reclamation requirements must be clearly defined. In addition, a dynamic detection mechanism for facility agricultural land can be established, using technologies such as satellite remote sensing and geographic information systems to monitor the real-time use of facility agricultural land. Establish archives for facility agricultural land, record information such as the location, area, use, and construction status of the land, and promptly detect and correct any illegal land use behavior. For projects that no longer meet the conditions for facility agricultural land, the land should be promptly reclaimed and restored to its original state. A "negative list+commitment system" can be established to explicitly prohibit the use of facility agricultural land to construct large-scale amusement facilities, harden more than 30% of the ground, and implement "township filing and departmental joint review" for eligible projects, compressing the approval time to within 20 working days. In addition, exploring flexible management of "temporary land use" allows for the application of temporary land use permits for seasonal tourism projects (such as the Autumn Rice Field Art Festival and Winter Ski Resort) for a period not exceeding 3 years, with mandatory reclamation upon expiration. During the land use period, a usage fee of 20% of the benchmark land price for state-owned construction land shall be paid, and the fee shall be included in the village level collective economic income.

#### **4.1.3. Establish a sound legal protection mechanism for land transfer**

Firstly, it is necessary to improve the laws and regulations on land transfer, and based on the actual situation of Qianshan City, formulate and improve local laws or regulations on land transfer, clarify the subject, procedures, methods, deadlines, prices, and other contents of land transfer, and standardize land transfer behavior. Establish a mediation and arbitration mechanism for land transfer disputes, promptly resolve disputes that arise during the land transfer process, and safeguard the legitimate rights and interests of both parties involved in the transfer. Secondly, strengthen the management of land transfer contracts, promote the use of unified land transfer contract texts, and clarify the rights and obligations of both parties. Strengthen the review and filing management of land transfer contracts to ensure their legality and validity. Establish a mechanism for monitoring the performance of land transfer contracts, track and inspect the fulfillment of contracts, and promptly identify and resolve issues. For example, for enterprises that fail to pay land transfer fees on time, they should be urged to fulfill their obligations in a timely manner, and those with serious circumstances should be held accountable for breach of contract in accordance with the law. Finally, it is recommended to establish a "Tourism Land Dispute Arbitration Tribunal" composed of representatives from the Natural Resources Bureau, the Judicial Bureau, and the Tourism Association. The tribunal should use simplified procedures to handle disputes and ensure that they are resolved within 60 days.



#### **4.1.4. Develop a negative list for ecological red line access**

Designate the Tianzhu Mountain core protection area and the diving river source area as "absolutely prohibited areas", and prohibit the construction of any new tourism facilities; In the general control area, it is allowed to use existing villages to carry out low-intensity activities such as "ecological research" and "bird watching photography", but it must comply with the "three no's principle" (not adding new building area, not damaging surface vegetation, and not emitting pollutants). Implement the "balance of occupation and compensation" mechanism. If observation stations need to be built within the red line for science popularization education, they must be simultaneously restored to an equal area of ecological forests outside the area and inspected by third-party institutions.

#### **4.2. Promote intelligent supervision and credit governance**

At present, the rapid development of artificial intelligence and the Internet can help solve the defects of the regulatory mechanism in rural tourism. Before using big data, the Qianshan Rural Tourism Promotion Regulations can be formulated to clarify regulatory responsibilities and refine industry standards. Firstly, it is necessary to clarify the list of responsibilities of departments such as culture and tourism, market supervision, natural resources, and ecological environment, and stipulate that township governments establish "tourism supervision offices" with dedicated personnel to solve the problem of "multiple management and no one responsible". Secondly, for formats such as homestays, farmhouses, and study bases, the "Qianshan Citizen Accommodation Safety Management Standards" and "Rural Tourism Service Quality Grading Standards" have been introduced, quantifying requirements for fire protection facility configuration (such as equipping each room with one fire extinguisher), hygiene conditions (such as changing linens for each guest), price disclosure (menus must indicate the origin of ingredients), and eliminating regulatory ambiguity.

It is suggested to build a "Tianzhu Cloud Travel" intelligent supervision platform, first integrate data, connect with scenic spot ticket systems, homestay check-in registration, catering consumption records and other data, and monitor tourist traffic, complaint hotspots, and security risks in real time. For example, when the occupancy rate of a homestay reaches 100% for three consecutive days, a fire inspection warning will be automatically triggered. Reuse AI for intelligent inspection, deploy AI cameras in key areas, automatically identify behaviors such as occupying roads, illegal construction, and outdoor fire use, and push them to law enforcement personnel's mobile phones in real time. In addition, a "red and black list" of tourism operators can be established, with dynamic ratings based on complaint rates, punishment records, and tourist ratings. Implement joint punishment on blacklisted enterprises: restrict participation in government procurement, cancel policy subsidies, and reduce loan quotas for financial institutions.

#### **4.3. Strengthen the publicity and education of the rule of law**

##### **4.3.1. Regularly hold lectures on the rule of law**

Legal experts, judges, prosecutors and other professionals can be invited to visit various villages in Qianshan City to regularly hold special lectures on laws and regulations closely related to rural tourism development, such as land law, consumer rights protection law, tourism law, etc. The lecture content should be combined with local practical cases and explained in simple and understandable language, making it easy for villagers to understand. For example, explain how villagers should protect their rights and interests in accordance with the law during the process of land transfer for tourism project development, and avoid losses due to ignorance of the law. At the same time, interactive sessions are set up to encourage villagers to ask questions and answer their legal questions on site in their daily lives and tourism operations.

### **4.3.2. Organize legal knowledge training**

Provide specialized legal knowledge training for villagers involved in rural tourism operations, such as farmhouse operators, homestay landlords, etc. The training content includes legal knowledge directly related to tourism operations, such as the Food Safety Law, Fire Protection Law, and Public Security Administration Punishment Law. After the training is completed, an assessment will be conducted, and a certificate will be issued to the villagers who pass the assessment as one of the qualification certificates for engaging in tourism business activities, to encourage villagers to actively participate in the training and improve their legal literacy.

### **4.3.3. Establish a rule of law reward fund**

The Qianshan Rural Tourism Rule of Law Award Fund will be established by raising funds from various sources such as the government, tourism enterprises, and caring individuals in society. For villagers who strictly abide by laws and regulations, actively safeguard the legitimate rights and interests of tourists, actively participate in legal publicity, and demonstrate outstanding performance in tourism business activities, certain financial rewards will be given. At the same time, rewards will be given to villagers or organizations who resolve legal disputes related to rural tourism in accordance with the law and regulations, in order to stimulate their enthusiasm for participating in the construction of the rule of law.

### **4.3.4. Establish a legal advisor system**

Provide professional legal advisors for each village in Qianshan City, with services purchased by the government. Legal advisors regularly provide legal services to the village, offering legal advice, contract review, dispute resolution, and other services to villagers. For example, when villagers sign important contracts such as tourism project cooperation contracts and land transfer contracts, legal advisors conduct strict reviews to ensure that the contract terms are legal and compliant, and to protect the rights and interests of villagers. At the same time, when villagers encounter legal disputes, legal advisors intervene in a timely manner, providing professional legal advice and solutions.

## **4.4. Strengthen the protection of consumer rights and interests**

### **4.4.1. Establish a unified complaint channel**

Qianshan City should establish a unified tourism complaint hotline and publicize it in prominent locations such as major scenic spots, rural tourist attractions, hotels, and homestays. At the same time, convenient complaint portals are set up on the official government tourism website, WeChat official account and other platforms to facilitate consumers to make complaints anytime and anywhere. When consumers complain, they only need to provide simple personal information, consumption vouchers, and a description of the complaint content to complete the complaint process.

### **4.4.2. Clarify the complaint handling process and time limit**

Develop a detailed process for handling tourism complaints, stipulating that after the complaint is accepted, relevant departments must contact the complainant within 24 hours to understand the specific situation. For simple complaints, they should be processed and reported to the complainant within 3 working days; For more complex complaints, the maximum processing time shall not exceed 15 working days. For example, if a consumer complains that a certain farmhouse restaurant's dishes are not fresh, the relevant department will contact the consumer to verify the situation on the same day after receiving the complaint. The next day, they will go to the farmhouse restaurant for inspection. If the situation is true, the farmhouse restaurant will be ordered to refund and rectify the consumer. The third day, the handling results will be feedback to the consumer.

### 4.4.3. Carry out promotional activities at tourist destinations

In tourist centers, rural tourist attractions, hotel lobbies, and other places, we distribute promotional brochures, set up bulletin boards, and play promotional videos to promote tourism consumption knowledge and knowledge of protecting rights and interests to consumers. The content of the brochure includes how to identify travel traps, how to protect one's own rights, complaint channels and processes, etc. For example, setting up a dedicated consumer rights protection bulletin board in the tourist center of the scenic area, regularly updating tourism consumption rights protection cases and relevant legal interpretations.

## 5. Conclusion

The legal issues in the development of tourism industry under the background of rural revitalization cannot be ignored. This article takes Qianshan City as the research object and deeply explores the legal issues and countermeasures in the development of rural tourism industry. By enhancing the legal protection of rural tourism land, promoting smart supervision and credit governance, strengthening legal publicity and education, safeguarding consumer rights, and establishing an efficient complaint handling mechanism, these measures can effectively promote the resolution of these issues, promote the high-quality development of rural tourism industry, and empower rural revitalization. As a typical case, Qianshan City's experience and lessons have reference significance for other regions. In the future, we should continue to deepen research and explore more effective legal measures to provide strong guarantees for the development of rural tourism.

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