Mcdandlization of Rural Tourism: Analysis and Reflection

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Abstract: McDonald's, as a pioneer of food restaurant chain, has now become a multinational enterprise with stores around the world. McDonald's to "efficiency", "computability", "predictability", "control of inhuman technology" four core elements successfully make McDonald's a special corporate culture, and gradually penetrated other production links, even embedded in other culture affects the development of social mainstream culture. Rural carries the history of rural. Rural tourism homogenization is another problem in the development of rural tourism. Homogenization refers to the function of each countryside, the internal performance content and external landscape form has high similarity, resulting in difference between villages difficult to distinguish, which is another microcosm of McDandlization. The development of rural tourism is conducive to the optimization and upgrading of rural industrial structure, the improvement of rural living environment, the inheritance and development of local culture, the construction of a new system of rural governance, and the prosperity of farmers. It perfectly conforms to the general requirements of the rural revitalization strategy and is an important path to achieve rural revitalization. Therefore, how to develop rural tourism in the new era has increasingly become an important topic. This article discusses the advantages and disadvantages of the influence on the development of rural tourism development.

Keywords: Media integration, McDandlization, Rural revitalization

1. Introduction

1.1. The Formation Process of the Mcdanlization of the Society

In "The McDonaldization of Society", Rizel proposed the core four elements of the McDonald's model.

"Efficiency" (efficiency): For consumers, fast mode fills their stomachs in the most convenient way when they are hungry. For employees, they are trained by a managed class to operate and follow the predetermined steps to ensure high efficiency.

"Computability" (calculability): emphasizes the quantitative level of the volume, selling price of goods, and the time provided by goods and services. Positive meaning represents "a lot of things" or "fast delivery", and consumers generally believe that "big is good". Therefore, the role of employees in the system also emphasizes the quantitative orientation over the quality level.

Predictability (predictability): Ensure that the same goods and services are provided at each area, and the employees work in a predictable manner [1].

"Control of Inhuman Technology" (control through non-human technology): By using separator lines, limited meal combinations, less options, uncomfortable seats, and a lane-style sales window, management enables customers to behave as expected —— eating or leaving. Employees are trained to perform limited transaction precisely by the company procedures.

Assembly line production unifies McDonald's food standards and ensures the efficient operation of various fast-food restaurants. However, other production departments' Mcdanlization in the society is not caused by the emergence of McDonald's. Instead, they promote each other. The evolution cases in the development of industrial society provide McDonald's with a reference sample of the production

model. For example, the family hierarchy, scientific management and production and assembly lines first laid the foundation for the production of fast food restaurants, the four elements of the successful McDonald's model are stripped from the production model such as the "science system" and the "scientific management" produced during the development of industrialization. In addition, integrating these elements after stripping, "McDandlization" and the systematic idea after integration is applied by industrial production again. Therefore, industrial society and McDandlization complement each other to some extent [2].

The McDonald' smodel, "efficiency," "predictability," "computability," and "control," bound the society to accept the benefits of McDandlization. However, this pattern has its own limitations, that is the irrational factor brewing in it, which threatens the rational systems presented in the infiltration of society. The following parts of the article will be based on the core elements of McDandlization, combined with social phenomena, focusing on the alienation phenomenon produced in the McDandlization process of rural tourism.

1.2. McDandlization of the Rural Environmental Planning

Combining with the four characteristics of McDonald's model, the planning and design of some rural area in China can be used as a standard sample of the McDonald's culture. In the construction of countryside, it gives priority to developing tourism in the early construction, occupied a large market, as well as gained a huge economic income brought by tourism. Phoenix in 2007 was listed as the national key protection unit began the commercialization of the ancient city of phoenix. In the early development stage, ancient city commercialization attracted a large number of tourists, due to the large traffic attraction, others blindly imitating this pattern, ignoring their own geographical and rural characteristics, directly copying the tourism development mode, leading to such phenomenon popularized, accompanied with significant synchronized characteristics, and large-scale template design led to low identifiability. Eventually lead to a large number of tourism villages were eliminated by the market.

On one hand, the high similarity in this landform design has led to the emergence of unidentifiable vacation villages [3]. On the other hand, it's structure and content present to the visitors share much identical cultures.

In the micro-perspective, rural environment planning absorbed the four elements of McDandlization's "efficiency", "predictability", "computability" and "controllability". This is the McDonald's model as rational tool rational in modern capital market. The tool rational makes both rural and tourists have become a link of the assembly line, and McDonald's mode, is the form of globalization and media fusion under the background of the form of cultural communication image. In the context of this alienation of social production links, the alienation of cultural products is inevitably produced. The aesthetic elimination and homogenization of different rural personalities brought about by the assembly-line rural environment design is the manifestation of the alienation of cultural products.

In the macro-perspective, in the establishment of the content matrix, the design of rural environment is mainly based on local geographical conditions and cultural resources. However, the current rural environment design is relying on its landscape resources. Most rural is committed to the construction of fruits and vegetables picking, leisure experience and rural tourism as the theme of the rural beauty. Regarding the singleness of rural environment, rural output own culture at the same time makes the cultural gene homogenization. In real life, there many other angles to highlight the uniqueness of these places and will give them new meanings. Because of the McDandlization of the content matrix, these potential values were not expressed enough in development of rural environment, rather, it chose to adapt to the mainstream of the market which is too common. It this way, McDonal's core values and culture is emersed into the construction of rural area construction.

2. Criticism of Mcdanlization

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3. How to Face the Coping Strategy of McDanlization for Rural Tourism

Different scholars have put forward multiple definitions for rural tourism, and there is no unified answer so far. However, in general, rural tourism is a kind of tourism mode that meets the needs of tourists to return to nature, blend in nature and recognize rural knowledge by taking unique rural scenery, rural culture and rural community as tourism attractions. Facing the McDonaldlised rural tourism, improving innovation ability is the primary and key to solve this problem. Innovation is the primary productive force. In order for rural tourism to achieve sustainable development, rural tourism should explore rural cultural characteristics, make full use of cultural resources, and build a tourism industry with rural characteristics, so that their tourism products have characteristics difficult to replicate. In addition, we should also stimulate the villagers' awareness of innovation, encourage the villagers to actively participate in the planning and construction of rural tourism, and promote the innovative development of rural tourism

Rural tourism characteristic towns should focus on solving the problem of unclear functional positioning. According to the "Cultural Revolution" theory founded by Lefebvre, they should carry out aesthetic construction on the daily production and life of the town, deeply shape the unique functions of the characteristic town, carry out revolutionary transformation on the town as a living and production space, and return to "characteristics" and "de homogenization" in an artistic and unique aesthetic way. Decision makers and participants need to have empathy for the nature, art and culture involved in rural tourism. Use the town space to express common things and concepts in life, find the balance between export commercial value and cultural value, highlight the unique value or symbolic function of the

town, so as to show differences and avoid vicious competition with similar functions.

China's history has been precipitated for thousands of years. Every village precipitated in this history has its own unique characteristics, which include the local historical customs, spatial form, industrial culture, and architectural characteristics. The essence of "special" is personalization, and innovation is the soul of the countryside and the core element of rural development. Therefore, the innovation of rural tourism should not only highlight the core characteristics of rural areas, but also be model innovation. If characteristics and innovation are lacking, the rural tourism industry will be bounded to McDandlization, and fall into the bottleneck of homogenization. Innovation is not only reflected in the rural folk culture, should also include the perspective of rural industry and rural natural environment, depth of rural internal genes, rooted in local characteristics, improve the rural added value, space elements, form industrial elements, cultural elements, and rural tourism elements of tourism system, create characteristic rural tourism, make the rural internal culture form a good driving and supporting role. It is conducive to providing a development platform for the innovation and inheritance of traditional rural characteristics, forming the characteristic advantages of rural tourism, and is conducive to promoting the transformation and upgrading rural industries, and broadening the channels and space for rural development, which makes rural tourism and the rural overall development promote mutual progress, mutual integration, and achieve the win-win situation.

4. The Measures and Prospect

In the McDandlization's rural tourism industry, rural areas are restricted by the "efficiency", "computability", "predictability" and "control" brought by McDandlization. This requires the countryside with creative attitude and personalized language to explore and experience their own cultural genes, and this process may be able to open a small "free window", make good use of rural rich cultural resources, play its creativity, remove the shadow of rural tourism development of McDandlization, create more in line with the social needs of rural tourism.

Smart tourism is the development of the tourism industry to actively adapt to the global new technology trend, is the direction of the transformation and upgrading of China's tourism industry, and is also a necessary means to enhance China's tourism governance capacity. The marketing, capacity management, process monitoring and crisis response of rural tourism scenic spots need to implement intelligent management with the help of modern technological means such as artificial intelligence, VR, cloud technology and 5G. For example, Zhejiang Province is the first to try to build a characteristic town in China. Yunqi town is one of the first 37 Characteristic Towns created in the province. The planned area of yunqi town covers 3.5 square kilometers. It takes cloud computing as the construction core and intelligent hardware industry and cloud computing big data as the industrial characteristics.

Rural tourism compared with other forms of tourism on the content and services have the characteristics of monotonicity, thus to enhance the level of rural tourism, must be based on the existing tourism resources, adjust measures to local conditions to the tourism resources of innovation, even so is the township village tourism planning, should not only focus on the development of the tourism industry itself, also want to close note associated with planting, breeding, etc., Promote regional economic development, drive local farmers to get rich. In addition, especially in the tourism project setting and service, introduce management personnel with advanced concepts, systematic training of employees, further improve service standards and service quality. At the same time, attention should be paid to tourists' demand for food, accommodation, parades, entertainment, shopping and other aspects. Only by providing more diversified services can tourists be willing to leave the city and come to the tourist destination to experience a different way of life. At the same time, in the process of rural tourism development, attention should be paid to the interaction between agriculture and other industries to enrich the content of rural tourism products and solve the problem of rural tourism homogenization.

The whole industry includes Internet finance, big data, cloud computing and other fields. The innovation of operation mode is an important condition for the success of yunqi town. It adopts a new operation mode led by private enterprises, led by the government and dominated by entrepreneurs. Government departments "build nests" to build industrial space and optimize high-quality service mechanism, so as to achieve the goal of "attracting Phoenix". Private enterprise leadership means that leading enterprises can play their own functions and achieve more goals in leading innovation. Entrepreneurs as the main body means that in order to meet the needs of entrepreneurs and promote the sustainable development of entrepreneurial activities, private enterprises and the government build a development platform and an effective industrial ecosystem.

5. Conclusion

To sum up, the construction and development of rural characteristic towns should rely on rich resources such as traditional customs, history and culture in rural.

Acknowledgements

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