

# Exploration on the Development Path of Agricultural, Cultural and Tourism Industry Integration Under the Background of Rural Revitalization

-- A Case Study of Chaxi Village, Hongjiang City, Hunan Province

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**Abstract:** The issue of agriculture, countryside and farmers has always been a key concern of the party and the country. The rural revitalization strategy is an important starting point for the work of agriculture, countryside and farmers in the new period. The deep integration of agriculture, culture and tourism is of great significance for boosting rural revitalization, accelerating rural agricultural modernization and promoting rural prosperity and development. Taking Chaxi Village in hongjiang city City, Hunan Province as a case, this study summarizes the Chaxi model of "taking agriculture as the carrier, culture as the core and tourism as the engine" to promote rural revitalization, and provides reference for the rural revitalization strategies of other traditional agricultural villages in Hunan Province from four aspects: the deep integration of agriculture, literature and tourism to promote industrial revitalization, beautiful countryside to help ecological revitalization, rural civilization to empower culture revitalization, and external education to help talent revitalization.

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## 1. Introduction

The issue of agriculture, countryside and farmers has always been a key concern of the party and the country. The rural revitalization strategy is an important starting point for the work of agriculture, countryside and farmers in the new period, aiming at achieving strong agriculture, rich farmers and beautiful countryside[1]. Some rural areas have continued to promote the process of rural revitalization, and the results have gradually become prominent. But generally speaking, the implementation of rural revitalization strategy still faces many challenges. Backward infrastructure, serious hollowing-out phenomenon, lack of support from characteristic industries and lack of vitality in economic development are still important factors restricting rural development at present. Although some achievements have been made in promoting rural development, the key is that the countryside relies on its internal driving force to form a virtuous circle to promote the sustainable development of rural economy[2]. How to fully tap the unique resource advantages of rural areas and promote rural revitalization according to local conditions is an important proposition at present. The integration of primary, secondary and tertiary industries in rural areas has opened up new paths and methods for rural revitalization. The integration of agriculture, culture and tourism can enhance the hematopoietic function in poor areas and is an important means to realize rural revitalization[3]. Under the guidance of the government, many villages in China have made full use of local resources to plan and develop scientifically, and promoted industrial prosperity through the deep integration of agriculture, culture and tourism, so that the villages can regain their vitality[4][5]. The deep integration of agriculture, literature and tourism is of great significance for boosting rural revitalization, accelerating rural agricultural modernization and promoting rural prosperity and development[6]. At present, all kinds of rural revitalization models are blooming all over the country, and it is urgent to summarize them at the academic level in

order to better promote them to other traditional agricultural villages.

In recent years, Chaxi Village, located in hongjiang city, Hunan Province, relies on its characteristic industries, local culture and agricultural landscape, implements the rural revitalization strategy, and constantly promotes the deep integration of agriculture, culture and tourism. The village's tourism and economic development have achieved phased results, and it has won more than ten provincial and Huaihua municipal honorary titles, such as "beautiful countryside" and "Boutique Village Demonstration Village", which has certain representativeness. This study takes Chaxi Village in hongjiang city City, Hunan Province as a case, and based on field research, theoretically summarizes the path and mode of rural revitalization in Chaxi Village, with a view to providing reference for other traditional agricultural villages in Hunan Province to realize rural revitalization.

## 2. Rural Cultural Tourism and Rural Revitalization

The integration of rural primary, secondary and tertiary industries is an important means to improve the quality and efficiency of rural development, and rural industrial integration has always been a key research field in academic circles. The research on the integration mode of agriculture, culture and tourism has increased in recent years, and farmhouse music is the earliest form of combination of agriculture and tourism in China. Cao Lili made clear the characteristics of five types of development models in analyzing the integration model of Zhejiang agriculture, culture and tourism, and pointed out that different rural areas should combine their resource characteristics and advantages to choose the appropriate integration model according to local conditions [7]. Yang Yun and others took the ancient village of Anyi in Jiangxi Province as a case, deeply analyzed the current situation of local resources, emphasized the development model and specific measures of

"agriculture+culture+tourism", and affirmed the remarkable effect of the integration of agriculture, culture and tourism in promoting rural revitalization [8]. Luo Xianju pointed out in his research that rural areas should fully tap their resource characteristics and conform to the development trend of industrial integration, and emphasized the importance of industrial chain in industrial revitalization, emphasizing the effective extension, replenishment, strengthening and expansion of the chain based on rural reality, and establishing a multifunctional rural industrial integration system to realize the industry bigger and stronger [9]. Liu Lanlan believes that the integration of agriculture, culture and tourism can be realized by fully tapping the agricultural and cultural resources in rural areas and integrating tourism elements. Through the extension of industrial chain, the maximum utilization of resources can be truly realized, so as to increase farmers' income as much as possible and accelerate the development of rural economy [10]. In his research, Liao Yonglun emphasized that "the community supports the rural cultural tourism", and the development of rural tourism needs the support of characteristic agriculture and cultural experience, and at the same time, it effectively uses the Internet platform to accelerate the integration of resources [11]. Combing the above research, it is found that the traditional common development modes are mainly the integration of literature and tourism, and the integration of agriculture, literature and tourism has gradually emerged in recent years, and achieved certain results. The integration of agriculture, literature and tourism has fully utilized the advantages of rural agricultural resources and regional cultural characteristics into rural tourism development, effectively stimulated rural vitality, promoted the spread of rural culture and maximized the utilization of rural resources. It is of great theoretical significance and practical value to explore the specific path of the integration of agriculture, literature and tourism to promote rural revitalization.

### **3. Case Introduction and Research Methods**

#### **3.1. Brief introduction of Chaxi Village**

Chaxi Village is located in the north of Qiancheng Town, hongjiang city, 4 kilometers away from Qiancheng Town, with a village area of 12.5 square kilometers. It governs 18 villagers' groups, with a total population of 2,608. There are 101 people in party member, and the leading industries are sugar orange and rice. At present, there are more than 10,000 mu of sugar orange bases in the village, with an annual output of more than 15 million kilograms. Sugar orange is the supporting industry of Chaxi Village, and colorful rice is planted. While making full use of agricultural resources, Chaxi Village deeply digs local cultural resources, builds tourist attractions such as educated youth huts, effectively practices the rural development model integrating leisure sightseeing, cultural experience and rural tourism, and effectively promotes the rural revitalization strategy. Chaxi Village has successively won more than ten provincial and Huaihua municipal honors, such as Hunan Advanced Party Organization, Hunan Tongxin beautiful countryside, "beautiful countryside" and "Boutique Village".

#### **3.2. Research methods and processes**

In this study, the relevant materials of rural revitalization in Chaxi Village were collected through field research, in-depth

interviews, online search and other forms. The researchers went to Chaxi Village for field research three times from July 5 to July 31, 2023. And set up an interview outline around the "integration of agriculture, culture and tourism" and "rural revitalization" in Chaxi Village according to the theme of this study. Interviews were conducted with 9 people, including the town government staff, Chaxi village committee cadres, homestay operators, cooperative contractors and ordinary villagers. The average interview duration was 1.5 hours/person, and about 50,000 words of recorded text were sorted out. After understanding the development of Chaxi village in depth, the interview text was coded step by step to form the main point of this paper.

## **4. The Path Analysis of Rural Revitalization in Chaxi Village**

### **4.1. The dimension of industrial revitalization**

The long-term development of rural areas can not be separated from industrial revitalization. Chaxi Village is a traditional agricultural village, and the villagers have been planting for generations. However, in the early stage, due to many problems such as limited output, limited funds, irregular management, lack of effective sales channels, and meager sales profits of primary agricultural products, industrial development also faces many difficulties.

According to local conditions, Chaxi Village reclaimed idle hillsides and low-yield dry fields, made full use of local unique climatic conditions and soil rich in trace elements to cultivate sugar orange, and constantly conducted research on purification, selection and cultivation techniques, so as to improve the quality of qianyang sugar orange. The village regularly invites experts for technical training, and adopts a series of efficient cultivation and management measures such as thinning flowers and fruits, pruning, fertilizing, and preventing diseases and pests, thus realizing standardized and specialized production of citrus bases. At present, Sugar Orange has become a pillar industry in Chaxi Village. The planting area of Sugar Orange in the village is more than 10,000 mu, with an annual output of 15 million kilograms. Sugar Orange in the producing area has been selected as one of the top 100 agricultural products in China and a geographical indication product in China, and won the honorary title of "Famous Fruit in China". Chaxi Village has promoted the village collective industry by establishing the production and marketing mode of "Party branch+cooperative+farmer". At present, three citrus production and sales companies and seven professional cooperatives have been established, which effectively help farmers solve the problems of financial difficulties, irregular management and no channels for sales by integrating resources through cooperatives.

The development of a single industry is difficult to achieve real industrial revitalization, and industrial prosperity needs the joint promotion of primary, secondary and tertiary industries. Based on the agricultural background of large-scale and specialized cultivation of sugar oranges in Chaxi Village, the local government took the lead in building a citrus Expo Park covering an area of more than 120 mu, which integrates picking, sightseeing and leisure. Large-scale festivals such as hongjiang city Citrus Flower Festival and Qianyang Sugar Orange Picking Festival are held in specific seasons such as March and December every year, attracting more than 7,000 tourists every year. During the sugar orange

picking festival, fruit farmers can sell their own products such as sugar oranges and citrus nectar to tourists. At the same time, Chaxi Village has built a "concentric orchard" of more than 300 mu, and launched a "fruit tree adoption" activity. Individuals or groups adopt fruit trees at a certain price, and the output belongs to the adopters, and they can participate in the cultivation and picking of fruit trees all the time. This form of fruit tree adoption connects tourists with Chaxi Village, which increases the rate of tourists revisiting and broadens the income channels of fruit farmers.

In addition to sugar orange, rice is also the main crop in Chaxi village, and colorful rice has been planted in recent years. As an important carrier of farming culture, the unique and beautiful paddy field landscape formed by colorful rice is an indispensable tourism element in rural tourism. Chaxi Village launched the rice fish project, and the rice fish cultured in rice fields tastes delicious. Visitors can not only taste the original ecological farmhouse food, but also harvest the rural tourism experience of catching fish in the fields.

In the 1980s and 1990s, a large number of educated youth went to the countryside. Chaxi Village was the point where educated youth went to the countryside at that time, and the educated youth culture has also become a nostalgic memory. The spirit of "hard work and hard struggle" of educated youth is still of great significance to the times. Chaxi Village has restored and renovated the educated youth hut, which displays relevant exhibits during the period of educated youth going to the countryside, and also creates an educated youth canteen with the theme of food. The educated youth cabin is not only the experience point of the educated youth culture network, but also a gathering place to promote the development of cultural tourism. Shijia Courtyard with architectural characteristics of Ming and Qing Dynasties and its excellent family style and family instruction are not only the catalyst of simple and civilized rural style in Chaxi Village, but also an important carrier for tourists to feel the rural culture. Chaxi Village has fully tapped the existing local cultural heritage, built tourist attractions such as educated youth huts and Shijia Courtyard, and skillfully integrated local cultural elements into rural tourism. Chaxi Village has planned the first batch of farmhouse homestays, parent-child picking bases and starry sky campsites, so that tourists can truly feel the fun of living in farmhouse houses, eating farmhouse meals and doing farm work.

Under the guidance and support of the Party Committee of Chaxi Village, hongjiang city Chaxi Village has cultivated and developed characteristic industries such as characteristic homestay, educated youth cultural experience, health and leisure around the characteristic themes of green mountains and green waters, folk customs, ecological leisure and educated youth culture, and explored a new path to help rural revitalization through the deep integration of agriculture, culture and tourism.

## **4.2. The dimension of ecological revitalization**

Chaxi Village has successively won many honors, such as Tongxin beautiful countryside in Hunan Province, Hunan Rural Governance Demonstration Village, beautiful countryside and so on. Chaxi Village has made remarkable achievements in village environmental improvement. The roads in Chaxi Village are clean and tidy, and the vegetation on both sides of the road is clean and beautiful under the embellishment of Gesang flowers and hydrangeas. The dirty walls on the roadside have been transformed into artistic

cultural walls, and the overall image of the village has been greatly improved. In 2022, Chaxi Village completed the renovation of 148 household toilets, demolished 12 abandoned miscellaneous houses and broken walls, rectified 5 black and odorous water bodies, and implemented 46 village micro-renovations, and solidly promoted the work of "purification" of rural positions, rural toilet revolution, courtyard construction, garbage classification and reduction, and "hollow house" demolition. In order to solve the problems of domestic garbage and sewage treatment in rural areas, Chaxi Village has set up a special sewage treatment system and composting buckets, and encouraged villagers to actively participate in the construction of maintaining the village appearance through strengthening methods such as "red and black list" and "love supermarket". Environmental remediation is actually implemented in practice, making Chaxi truly livable and suitable for traveling.

Chaxi Village has established a garbage collection and transfer system of "household classification, village collection" and a sanitation civilization evaluation system around garbage control, water control, toilet control, house control and wind control, vigorously implemented projects such as upgrading roads, improving water and toilets in rural areas, and successively created three beautiful roads, and declared to create 560 beautiful courtyard demonstration households, integrating farm house features, courtyard landscape, local culture and other elements to create beautiful countryside.

## **4.3. The dimension of cultural revitalization**

The civilization of rural customs is embodied in the good atmosphere formed by the villagers' good words and deeds, which includes four cultural cornerstones: clan culture, family style and family training culture, rural sage culture and socialist core values culture. Chaxi Village pays attention to cultural construction and builds the first rural revitalization hall in Hunan Province. Based on the village history and cultural accumulation, it has created cultural landscapes such as educated youth huts and Shijia Courtyard. The family instructions of Shijia Courtyard vividly interpret the core values of socialism, which is not only the binding criterion of villagers' words and deeds, but also the carrier of the inheritance of simple rural customs in Chaxi. Educated youth culture is not only a nostalgic memory, but also an admiration for the pioneering spirit. The endless colorful rice fields in front of the educated youth hut are also the imprint of farming culture. Educated youth huts and Shijia Courtyard have become important windows for tourists to learn about Chaxi culture. In the past two years, the educated youth cabin has carried out 782 person-times of party spirit education and training, and received 185 person-times of research students. It is a gathering place to carry forward the educated youth culture and promote the development of cultural tourism.

Chaxi Village has established the Rural Civilization Council, built a civilized practice station in the new era, formulated village rules and regulations, adhered to the principle of "judging morality by virtue, cultivating morality by culture and promoting morality by regulations", formulated the Measures for the Management of Villagers' Rule of Virtue Points System and the Measures for the Management of Love Supermarket, and implemented the points exchange of rule of virtue evaluation and love supermarket points. Volunteers of civilized practice in the new era, such as "red vest", "literary team" and "party

member micro-propaganda group", are active in country lanes, cultural squares and under big trees, and take cultural infiltration to awaken the villagers' consciousness of actively participating in the cultural construction of Chaxi Village in a subtle way.

Chaxi Village integrates educated youth culture research, farming culture and natural landscape, which not only enriches the tourism format of Chaxi Village and revives its characteristic culture, but also enhances the villagers' cultural self-confidence and sense of ownership, makes the villagers participate in the construction and inheritance of Chaxi culture independently and consciously, and cultivates a new civilized atmosphere to revitalize the culture of Chaxi Village.

#### **4.4. The dimension of talent revitalization**

Brain drain is a common problem encountered in rural areas at present. Only when talents flourish can rural areas prosper. Many talents are reluctant to come to the countryside because of the imperfect rural infrastructure, poor salary and treatment, and greater intensity of grassroots work. There is no fresh blood injection in the countryside for a long time, and it is even more difficult to innovate.

On the introduction of this channel from outside, Selected Graduates, directly under the provincial government, is the assistant to the village secretary, and the resident working group composed of capable people at the town level has added fresh blood to Chaxi Village, which is an important guarantee for the revitalization of talents in Chaxi Village.

In view of talent training, Chaxi Village, combined with the actual situation, launched the activity of "attracting fellow villagers, returning to their hometown and building their hometown", set up a love hometown association in Chaxi Village, and called on truly capable talents to return to and build Chaxi. Under the extremely difficult situation of attracting talents to the countryside, the Party Committee of Chaxi Village pays attention to selecting the capable talents in the left-behind villages, implements the system of "one examination and one evaluation" for village-level reserve cadres, and brings the outstanding talents who really want to be officers, can be officers and accomplish things into the team of village-level reserve cadres. At the same time, we are committed to developing the rich expert into party member, cultivating party member into a rich expert, and selecting the rich expert from party member into the village "two committees" cadres. The Party Committee of Chaxi Village gives full play to the role of party member as a leader in getting rich, guides farmers' professional and technical knowledge in planting sugar oranges, and conducts professional training to guide more farmers to join the trend of getting rich in the sugar orange industry.

With the rise of rural tourism in Chaxi, the demand for tourism professionals has also increased. The Party Committee of Chaxi Village trained the remaining labor force in Chaxi Village in tourism service skills, encouraged the villagers to set up homestays and catering services, made full use of the idle resources in the village, tapped the potential ability of the villagers, fully mobilized the enthusiasm of the villagers, and opened up a practical road to rejuvenating talents.

## **5. The Main Challenges Faced by The Integration of Agriculture, Literature and Tourism in Chaxi Village**

### **5.1. The lack of high-quality professionals restricts the development of agricultural tourism**

Talent is the first resource, and high-quality talent is an important support to realize industrial prosperity. Due to the slow development of rural economy and relatively backward infrastructure, young people in rural areas are reluctant to stay in their hometowns and choose to go out to work, and outsiders are even more reluctant to come in. The phenomenon of "hollowing out" in rural areas is still widespread, and the shortage of high-quality talents in rural areas hinders the efficient promotion of rural revitalization strategy. At present, in addition to grassroots cadres, Chaxi Village is short of all-round high-quality talents to serve the in-depth construction of Chaxi Village. Chaxi village is rich in cultural tourism resources, but it lacks high-quality tourism talents to interpret the cultural heritage of Chaxi village to tourists in a more vivid way. In addition, Chaxi Village has started to operate homestays, but all of them are individually operated by farmers, lacking in management, with few rooms and outstanding homestay characteristics. The management form of homestay mainly shows that farmers vacate several rooms in their own houses for tourists to use, only considering the accommodation requirements of guests, but not fully considering the living experience of guests. Whether it is the development of rural tourism products, the operation of homestays, the systematic training and guidance of farmers, and a series of activities need high-quality talents to check. Only limited to the superficial practice of form can not make the rural revitalization achieve good results.

The problem of talent shortage in rural industrial management and tourism services in Chaxi Village is still quite obvious, and the lack of high-quality talents is a major challenge to the road of rural revitalization in Chaxi Village.

### **5.2. The lack of breadth and depth of industrial integration restricts the development of agricultural tourism**

The supporting industry of Chaxi Village is sugar orange, and agriculture and tourism can be integrated and connected to some extent by holding sugar orange picking festival and "concentric orchard". However, at present, the industrial chain of sugar orange in Chaxi Village is not complete, and its industrial value has not been fully highlighted. It is only limited to the tourism activities of enjoying flowers and picking fruits. The products sold are still mainly primary agricultural products such as fresh fruits, and no fruit processing base has been established. In addition, under the fierce competition of Mayang Sugar Orange, Gannan Navel Orange and other similar fruits, the brand promotion of Qianyang Sugar Orange still needs to be further strengthened.

### **5.3. The connotation of tourism products is not deeply explored, which restricts the development of agricultural cultural tourism**

At present, Chaxi Village has developed cultural

landscapes with cultural connotations, such as educated youth huts, Shijia Courtyard, educated youth canteen, and citrus Expo Park. At the same time, some rural tourism products have made full use of the characteristics of farming culture. As the carrier of educated youth culture and simple rural customs, the exhibits in educated youth huts and Shijia Courtyard are limited, mainly photos and some ancient objects, which are less attractive, lack of tour guides to explain, and their presentation methods are not vivid enough. Chaxi Village has not deeply explored the cultural tourism products, and there are still shortcomings in the development of cultural tourism products, and the tourism attraction is obviously insufficient.

## **6. The Experience and Enlightenment of The Integration of Agriculture, Literature and Tourism in Chaxi Village**

### **6.1. The deep integration of agriculture, literature and tourism to promote industrial revitalization**

The achievements made by Chaxi Village in the practice of rural revitalization largely depend on the supporting industry of sugar orange, giving full play to its industrial advantages. At the same time, various measures of Chaxi Village have achieved the integration of agriculture, farming culture and tourism to a certain extent. Industrial integration is an important basis for multi-dimensional increase of product added value and promotion of product value chain. Vigorously promoting the strategy of rural industrial integration and realizing the development of rural primary, secondary and tertiary industries can be started from the following aspects: first, we should build industrial integration bases and platforms, support major grain producing areas to focus on the intensive processing of agricultural products, build a close connection mechanism between pre-production, mid-production and post-production, and form an industrial integration pattern with multi-agent participation, multi-factor aggregation, multi-format development and multi-mode promotion. Secondly, it is necessary to extend the industrial chain, build a supply chain, and realize the deep integration of rural industries from products to business, from business to market. Finally, it is necessary to build a number of characteristic product bases around industrial integration, avoid homogenization, create differentiated products, and enhance the formation of rural industries to improve quality and efficiency and core competitiveness.

### **6.2. beautiful countryside helps rural ecological revitalization.**

Rural capacity and rural appearance play a decisive role in the development of rural tourism. In rural areas, the garbage collection and transfer system of "household classification and village collection" and the evaluation system of sanitation civilization can be established around garbage control, water control, toilet control, house control and wind control, and projects such as upgrading roads and improving water and toilets in rural areas can be vigorously implemented, so as to integrate elements such as farm house style, courtyard landscape and local culture, and promote the ecological revitalization of tea creek while building beautiful countryside. Rural areas should establish the concept of

circular agriculture, develop pollution-free rural eco-tourism industry with the help of continuous innovation of agricultural science and technology, effectively use rural ecological resources, and promote the protection and development of rural culture and the development of rural economy. Give full play to the main role of villagers' ecological protection, create an ecological space for rural life, strengthen villagers' awareness of ecological environmental protection through various educational methods and publicity channels, strengthen the construction of rural ecological human settlements and comprehensive environmental management, develop rural ecological environmental protection services, and enhance the supervision ability of government departments on rural ecological environment.

### **6.3. Rural civilization empowers cultural revitalization**

Culture is the soul of tourism. At present, most rural areas still stay in shallow rural tourism and leisure activities such as farmhouse music, and a single tourism experience can't leave a deep memory for tourists. China's rural areas should fully tap the existing local cultural heritage and integrate local cultural elements into rural tourism according to local conditions. Build a farmhouse, a farmhouse garden and an orchard picking base, give full play to the advantages of farming culture, and let tourists really feel the fun of living in a farmhouse, eating farmhouse meals and doing farm work. Effectively tap the characteristics of rural culture to carry out research activities, and build a rural tourism complex that integrates cultural research, farming culture and natural landscape. At the same time, it is necessary to stimulate the villagers' cultural self-confidence and sense of ownership, turn them into customs with cultural people, and make them participate in the construction and inheritance of rural culture independently and consciously, so as to cultivate a new civilization and revitalize the culture.

### **6.4. External introduction and internal education to help revitalize talents**

Talent, as the first resource, is an important support for rural revitalization. In order to make the countryside full of vitality, it is inevitable that high-quality talents will actively participate in rural construction. Rural areas need to pay attention to the "capable person effect", activate the resources of capable people, mobilize the rich leaders in rural areas to join the team to help rural areas, share the experience of getting rich, and be able to lead everyone, and at the same time enhance confidence for other villagers to get rid of poverty. In addition, we focus on optimizing the ranks of grassroots village cadres. At present, the comprehensive quality of grassroots cadres in many rural areas needs to be improved, and their age is too large, and their information literacy is far from enough. It is urgent to cultivate leaders of grassroots party organizations with a strong sense of foresight, responsibility, service and local feelings. While attracting foreign talents through various talent introduction policies, we should strengthen the training of villagers, cultivate new professional farmers, such as breeding experts, e-commerce experts and planting experts, promote the construction of rural professionals, and give full play to the talents of the left-behind villagers, so that farmers can give full play to their strengths and serve the development of rural industries.

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