

Study on the Development of Rural Tourism and Cultural Integration in Zhejiang Province

Hang Wang^{1,2}

¹ School of Hospitality Administration, Zhejiang Yuexiu University, China

² Center for International Education, Philippine Christian University, Philippines

Abstract: Rural tourism is a highly comprehensive industry that drives rural revitalization and is also an important support for consolidating the results of poverty eradication in the future. Only through high-quality integration of rural tourism with unique local vernacular cultural resources can rural tourism enhance its charm and truly contribute to rural revitalization. However, new industries related to the integration of cultural tourism are relatively rare, so the demand of tourists for culturally added value in rural tourism has increased. This paper analyzes the dilemma of cultural tourism integration development in Zhejiang Province, introduces the power open integration mechanism framework, combines the current situation of cultural tourism integration in Zhejiang, summarizes the practices and experiences of rural tourism and cultural integration in typical countries such as France, the United States, and Japan, puts forward the path of the integration of cultural industry and tourism industry, and deeply explores the connotation and value of culture in rural tourism, the implementation path of high-quality development of rural tourism and cultural integration, and provides a valuable reference for designing a high-quality rural tourism development path with cultural heritage.

Keywords: Rural revitalization, Cultural and tourism integration, Power open integration mechanism, Integration path.

1. Introduction

Rural tourism is an important measure to realize the socialist rural revitalization road with Chinese characteristics of urban-rural integration and common prosperity, and it is also an inevitable choice to practice the theory of ecological civilization. After the victory in the battle against poverty, consolidating the achievements of poverty eradication through rural revitalization is the focus of the work on agriculture, rural areas and farmers. For this reason, China has long attached great importance to the development of rural tourism, especially since the new century, the status of rural tourism has been increasing. 2006, the National Tourism Administration issued the "Guidance on Promoting Rural Tourism Development", pointing out that tourism is an important driving force for national economic development, and rural tourism is a positive practice of new rural construction. 2014, The State Council issued the "Opinions on the Implementation of Rural Revitalization Strategy" in 2018, reiterating the importance of rural tourism and emphasizing that "rural tourism is a key element in the restructuring of rural industries, the reshaping of rural cultural ecology, and the realization of rural tourism. It is an important way to restructure rural industries, reshape rural cultural ecology and realize rural revitalization", and tourism poverty alleviation plays an important role in the process of poverty eradication. Theoretically, rural tourism is highly integrated and comprehensive, and can improve the "work on agriculture, rural areas and farmers" issues such as optimization of the agricultural industry, rural construction and development, and increase of farmers' income. By integrating tourism into the countryside, new business models are developed based on the natural resources and human background of the countryside, with a shorter construction period than the introduction of other industries. At the same time, rural tourism makes a great contribution to improving villagers' income, transferring surplus agricultural labor,

upgrading agricultural products, and promoting agricultural and rural modernization, and is an important way to help rural social and economic development. The development of rural tourism is highly integrated with the construction of beautiful countryside, which improves the economic income of residents while also promoting the quality of the rural ecological environment, the improvement of village appearance, and the cultural confidence of villagers.

In today's era after the country has achieved full poverty eradication, rural tourism has a more important responsibility, which is to consolidate the results of poverty eradication as well as to realize rural revitalization. Rural revitalization is the foundation of national development, and industry is the cornerstone of rural revitalization. Rural tourism is an advantageous industry among rural industries, and rural tourism urgently needs to be integrated with culture to be distinctive, go far, and be sustainable.

Tapping the cultural connotation of the countryside and promoting the high-quality development of rural tourism is a sustainable development path for rural revitalization. General Secretary Xi Jinping pointed out that "every civilization continues the spiritual bloodline of a country and nation, which needs to be passed down and guarded from generation to generation, but also needs to keep pace with the times and be innovative". Achieve the great rejuvenation of the Chinese nation requires the adherence to and development of traditional Chinese culture, and the integration of traditional culture into modern life is the future direction of cultural development, and the excavation of the cultural connotation of rural tourism is an inevitable requirement for the development of traditional culture. In addition to the vast land, rich resources, and beautiful natural landscape, rural areas also have a deep cultural heritage and traditional folk customs. Therefore, it is far from enough to limit the development of rural tourism to building facilities and enriching activities, but it is also necessary to deeply explore the cultural connotation of the countryside to build a tourist place with spiritual and

emotional support, and to make rural tourism full of human feelings and rhythm. Culture is the core content of tourism development in the process of rural revitalization, and the countryside injects long-lasting vitality into tourism with its unique cultural inheritance characteristics and the carrying capacity of local sentiment.

However, more scholars in the current research on cultural tourism integration have blurred the boundaries of their cultural industries and rural tourism industries, and the integration methods are diverse but not targeted. Because of this, this paper takes some villages in Zhejiang Province as the research object, analyzes the dilemma of cultural tourism integration in the region, conducts research on the integration path with various integration methods such as concept and function, puts forward an open integration mechanism framework, and based on this framework, explores the development paths such as innovation mechanism drive, whole area tourism attraction, and integration development platform construction, to provide a reference for the integration of tourism industry under the rural revitalization strategy. The development of the tourism industry under the rural revitalization strategy is expected to provide a reference.

2. Analysis of the Current Situation of Rural Tourism in Zhejiang Province

Tourism is an experience. Rural tourism provides tourists with memories and recreations of farming civilization and the rural environment, therefore, rural tourism has a soul only when it incorporates local cultural elements, and thus attracts tourists. Rural tourism has a lasting vitality due to the integration of cultural elements, and culture is spread and inherited due to the integration of rural tourism. In recent years, rural tourism has flourished thanks to the integration of culture, a fact that is well illustrated by relevant statistics. Zhejiang Province has created a total of 11,531 A-class scenic villages, covering 56.5%, selected as 47 national rural tourism key villages, 4 key towns, the total number of both ranked first in the country; the province has more than 19,000 B&B's, including 859 graded B&B's, a total of more than 200,000 beds, annual business income of more than 10 billion yuan, employment of more than 150,000 people. since 2017, the province's scenic Villages received a total of 1.368 billion visitors, achieving a tourism income of 143.2 billion yuan, the contribution of tourism to the province's farmers' income reached 11.5%, and the scale of the province's leisure agriculture and rural tourism industry exceeded 100 billion.

3. Analysis of the Dilemma of The Integration of Cultural Tourism in Zhejiang

In recent years, Zhejiang Province has performed more prominently in mining tourism culture and developing tourism products, with the added value of the province's culture and tourism industry reaching 1.1 trillion yuan and accounting for 13% of GDP in 2021. However, due to the late start, there are also some development dilemmas in the process of transformation and upgrading of cultural and tourism integration, thus affecting the further development of rural tourism.

3.1. Rural tourism lacks the connotation and expression of vernacular culture

At present, there are 54 key villages of national rural tourism in Zhejiang Province, most of which do not dig deeply into the local culture of rural tourism, cannot form their cultural characteristics, do not let people know and understand the cultural heritage, and historical development of the area through the organic integration of culture and rural tourism, do not reflect the uniqueness of the customs and values of rural life, thus leading to the deep cultural connotation of the village cannot be expressed due to the inability to find a suitable carrier, reflecting the limitations and weakness of cultural creativity in rural tourism.

3.2. Rural tourism and cultural integration converge seriously

I found through research, rural tourism main body to the main form of the business model of farm caravans, and the content of tourism activities is still the continuation of the early leisure and tourism theme. The restrictive nature of the tourism content has led to the small scale of the current rural tourism main body in Zhejiang Province, and the leisure content is relatively patterned. The rural tourism experience of tourists is also limited to the experience of rural life away from the hustle and bustle of the city, and the function of rural tourism is far from being explored. The single main body of rural tourism is a common state in the early stage of rural tourism development. In the long run, this is also one of the obstacles to the long-term development of rural tourism.

3.3. Lack of talent support for the integration of rural tourism and culture

With the rapid development of urbanization, more and more people are moving to cities, and rural areas are especially lacking in young and strong labor with enthusiasm and innovation, which not only leads to serious aging of the countryside but also leads to weak innovation in the integration of rural tourism industry and culture. The integration of rural tourism and culture requires innovative and creative talents, as well as professional management teams and high-level management talents. Due to the lack of talent, the vast majority of rural tourism scenic spots are directly managed by local villagers or village committees, and villagers undertake most of the low-quality service work of rural tourism. Some young people who stay in the countryside are not highly motivated to tap into traditional history and culture, and it is difficult to achieve true integration between culture and rural tourism, and the quality and connotation of rural tourism are far from meeting market demand, leading to the prevalence of problems such as short rural tourism industry chain, small market scale, and poor economic benefits.

3.4. Insufficient configuration of cultural infrastructure for rural tourism

At present, rural tourism infrastructure and public cultural services supply are generally weak, especially in rural tourism traffic and public services, resulting in a poor experience of rural tourism. In the process of developing rural tourism, in addition to preserving the traditional landscape and cultural customs, we should also focus on the combination of modernization and create a convenient, comfortable, and cozy travel environment for tourists. In addition, the countryside

where rural tourism is carried out should first ensure the adequate supply of its own public cultural service facilities and improve local cultural self-confidence. After tourists arrive at the rural tourism sites, they can feel the richness and fullness of rural culture in three dimensions through the popularization of rural cultural services and the richness of residents' cultural understanding, and truly embrace the local culture. At present, many villages are limited by resources and funds, and public cultural services are not yet popular, resulting in a lack of habitat for rural culture.

4. Foreign Practices and Inspirations on The Integrated Development of Rural Tourism and Culture

Overseas developed countries or regions of leisure agriculture and rural tourism go hand in hand with a long history of development and have accumulated a lot of valuable experience. Summarizing and flexibly learning from these experiences can make China's leisure agriculture and rural tourism take fewer detours. Looking at the development history of leisure agriculture and rural tourism in major overseas developed countries or regions, the following four common experiences are summarized.

4.1. Promote sustainable development of rural tourism with an authoritative industry association

Overseas developed economies have generally established various types of industry associations according to the needs of industry development, and these associations have played an extremely important role in the sustainable development of rural tourism. For example, France has established industry associations such as the French Agricultural Business Federation, the French Rural Tourism Promotion Association, the French Farmers' Rights and Interests Protection Union, the French Joint Agricultural and Fisheries Development Association, and the French Agritourism Information Federation. The development of rural tourism in the U.S. is typically market-oriented, with community, industry associations, and other NGOs being the main force in promoting the market-oriented operation of rural tourism, playing an important role in industry standard setting, supervision and evaluation, information and consultation, project guidance, fundraising, marketing and promotion, and training and counseling. In Taiwan, China, to promote the further standardization and internationalization of leisure agriculture, the Council of Agriculture has "delegated the functions of planning, management, counseling, education, supervision and evaluation to leisure agriculture societies, associations or related research and promotion departments".

4.2. Creative innovation of tourism products led by the authenticity of the countryside

Overseas developed economies attach great importance to the character development and creative design of rural tourism products, with special emphasis on the flavor of the original countryside, and product creativity focusing on local materials, highlighting the original and unique countryside. For example, Taiwan, China is committed to creating "exquisite agriculture" to create a leisure agricultural tourism space for domestic and foreign tourists to enjoy leisure and experience happiness, "all the architectural colors, landscape shapes, vegetation, amusement projects, etc. in the park are

designed around the theme, which together constitutes the characteristics of tourists easily recognized Landscape and garden clues". Germany has developed very creative tourism products such as "hay programs" and "riding therapy"; special countryside tours that combine traditional art such as "melon shaping" and "crop painting" are popular among tourists in the United States; Germany's civic gardens highlight real farming experiences for city dwellers. The Welsh Countryside Festival in England aims to meet the entertainment needs of tourists, promote local environmental protection, provide employment opportunities and stimulate rural economic development, covering five major themes of activities: natural landscape, labor scenes, countryside tours, handicrafts, and rural culture. Japan has implemented the "One Village, One Product" program to enhance the business efficiency of rural areas by improving the added value of agricultural products in terms of their characteristics, regional features, and processing traditions. In France, rural tourism products pay special attention to authenticity. The main agricultural products sold on farms must be freshly produced in the countryside and processed using local methods, and the appearance of tourist farms must be consistent with the local architectural style, even tableware must be made of rough pottery, porcelain, or other representative materials. Spanish rural tourism attaches special importance to the revitalization of culture and the penetration of traditional customs, for which a special rural cultural recovery program has been launched, with relevant government departments dedicated to collecting and organizing traditional recipes and developing folk songs and dances, traditional handicrafts, and rural music.

4.3. Promote countryside and rural tourism with quality certification and integrated marketing

Overseas developed economies that promote rural tourism and rural development place great emphasis on customer value creation and marketing promotion, and have developed various forms of integrated marketing and promotion systems and quality certification systems. "Quality rural tourism is not only an important factor in attracting new visitors but is also directly related to the increase in revisit rates." To bring customers the quality service quality they can expect, in 2010, the Leisure Agriculture Development Association of Taiwan, China (LADA) developed and formally promoted the leisure farm service quality certification system, with detailed regulations on the purpose of certification, how to be certified, how to manage certification and the details of certification standards. Germany attaches great importance to service quality control, through the Federal Farm and Countryside Holiday Association and the German Tourist Association to promote rural tourism quality certification for more than 30 years, including the Federal Farm and Countryside Holiday Association to carry out "qualified farms, qualified wineries, qualified horse farms, qualified picking gardens and other seven kinds of quality certification", every three years to carry out a re-certification. In addition, visitors can view the service, content, and evaluation of all member farms and book rooms through the association's website. The U.S. has successfully built an agricultural information network with the government as the main body, five major information agencies as the main line, and national, regional, and state levels connected to form a complete agricultural information service system including leisure agriculture. Argentina has set up the "Argentina Rural Tourism Network" to encourage all

agricultural and livestock producers to join. France pays great attention to the convenient development of tourism network services, forming a network simulation of the whole view of tourist attractions and establishing a perfect tourism network pre-sale system.

5. Path Analysis of The Integration of Cultural Industry and Tourism Industry

As the rural tourism model gradually evolves from one of physical enjoyment to one of spiritual pursuit, the integration of culture and tourism industries becomes particularly important. With culture as the soul, tourism as the carrier, and industry as the direction, cultural tourism integration has a significant impact in promoting rural tourism brand enhancement, rich connotations, obvious characteristics, and

long-lasting heritage.

As an important development goal and driving force of rural tourism, under the policy guidance and financial support, leisure agriculture, rural tourism, and cultural preservation projects have been implemented, and various types of projects such as leisure tourism, recreation bases, rural lodges, characteristic towns, cultural parks, and ecological farms have been built. Under this strategy, how to effectively inject the cultural industry into the classified rural tourism industry is the requirement and direction of future rural tourism development. Based on this, this paper combines the development of cultural tourism integration in Zhejiang, cites the official policy of cultural tourism integration, takes rural revitalization as the strategic goal, proposes a power open integration mechanism framework (see Figure 1), and puts forward the development path of cultural tourism integration around this framework.

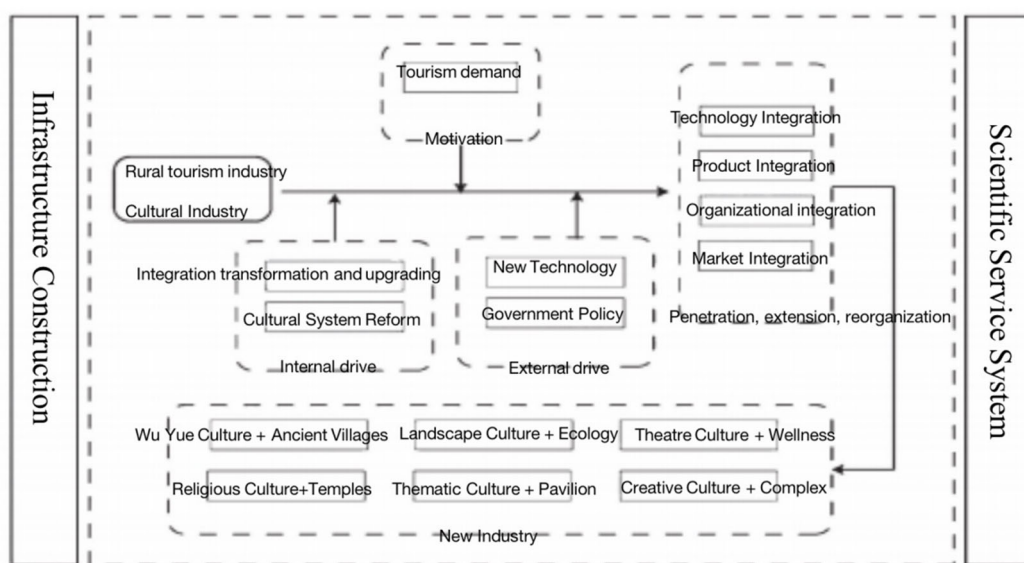


Figure 1. Zhejiang Power open cultural tourism integration mechanism structure

As shown in Figure 1, to better form the new industry, a series of operations such as specific product analysis, linkage, and integration needs to be carried out in the integration process, taking into account the actual situation of some villages in Zhejiang Province. First, a qualitative analysis of each rural tourism product needs to be made, and what characteristics of culture can be implanted, form distinct cultural characteristics. Secondly, the cultural industry and the rural tourism industry can be customized to the linkage, to penetrate, extend and reorganize the degree of integration of these industries in an all-round and deeper way, to achieve the transformation and upgrading needs of industrial integration. Finally, the two industries can be integrated into a new industry using technology, product, organization, and market, including “Wu-Yue culture + ancient villages”, “landscape culture + ecology”, and “Thematic culture + Pavilion”, etc., which to a certain extent enhances the industrial value.

According to several rural tourism situations in Zhejiang Province, rural tourism development has greater advantages, but cultural industry implantation is less common. The path of integration of rural tourism and cultural industry proposed in this paper will be based on the Zhejiang power open cultural tourism integration mechanism structure, assisted by infrastructure construction, service system, etc., with several villages in Zhejiang Province as the research object, and

specifically study the path of integration, to improve the quality of rural tourism.

5.1. Play a coordinating role of the government in the integration of rural tourism and culture

Through government-led exploration of local rural culture, determination of regional core culture, enrichment of cultural content and connotation, and broadening of cultural activities and forms, it reflects the government’s ability to control and guide culture in the process of rural revitalization. Government departments should play an active role at the macro level to carry out the overall regional layout and coordination of rural tourism development. Advocating cultural connotation first, the government should guide the layout of rural tourism, avoid homogeneous competition, take local cultural characteristics as the interface point of different rural tourism subjects, pursue the coordinated regional development of rural tourism through scientific and reasonable layout, and change the current problems of small scale, fragmented distribution and rough development of rural tourism. Specifically, first of all, the government should strengthen the construction of cultural infrastructure, improve the investment in public cultural services, and realize the

popularization of public cultural services infrastructure such as cultural stations, rural libraries, and cultural squares. Rural public cultural services can not only improve the overall cultural literacy of rural areas and enhance the cultural confidence of rural residents but also provide more choices for tourists' tourism activities. Secondly, the government should lead the exploration of local vernacular culture and call on scholars and researchers to conduct in-depth research on local culture and find unique cultural symbols.

5.2. Strengthen the construction of cultural and tourism talent team

Talent is the endogenous driving force of rural cultural supply, and the most important factor affecting the quality of rural tourism and cultural integration development, which is directly related to the final industrial integration effect. Therefore, to better realize the high-quality integration of rural tourism and culture, it is necessary to actively cultivate and introduce high-level professional talents and provide sufficient talent resource guarantee. First, strengthen the external introduction of high-quality talents. By formulating and implementing preferential measures for the introduction of talent, leading talents in the integration of rural tourism and culture will be introduced; second, accelerating the cultivation of talent. Government departments actively cooperate with research enterprises and tourism enterprises, build a good information sharing and exchange platform, rely on the availability of university resources, and research institutes, build a joint training mode of enterprises, government, and universities, accelerate the "culture + tourism" composite talent training, rural tourism and cultural integration development to provide a strong talent support for the development of rural tourism and cultural integration. Carry out experiments in rural art education, strengthen cooperation with ordinary higher education schools and vocational schools, cooperate with schools to set up cultural and tourism internship practice training bases, practice workshops of excellent Chinese traditional culture, promote teachers and students to go deeper into life, rooted in the people for practice.

5.3. Strengthen scientific planning and enhance the service system

Scientific planning of the rural tourism service system is not only conducive to improving the quality of the cultural tourism integration industry but also improving the local rural environment and the quality of life of residents, thus achieving rural poverty alleviation and rural revitalization. Introduce advanced Internet and new media concepts to promote the development of the intelligent cultural tourism integration industry as a whole. In the core area of rural tourism, the intelligent tourism service platform, e-commerce platform, smart town platform, ecological service education platform, and other online products are used as technical means such as the Internet of Things and cloud computing to enhance the rural tourism service system by combining online and offline methods. These platforms take the APP end and PC end as the display form, and the intelligent tourism service platform and e-commerce platform established by virtual reality, big data mining, and other technologies are mainly service platforms for tourists. The platform visualizes all scenic spots in three dimensions with BIM + GIS technology and provides tourists with more comprehensive, fast, and convenient information services with an integrated service

system of the travel punch card, ticketing, evaluation, and complaint. The smart town platform is mainly for the government's management platform, which uses big data mining technology to manage all infrastructures safely, and controls environmental information, geological disasters, emergencies, and personnel flow in rural tourist areas through real-time monitoring, joint defense, and intelligent warning, and supervises and assesses operators' fire and food safety through offline visits, to provide tourists with a comfortable and secure tourism environment. The ecological service education platform focuses on fire safety, tourism management, and service etiquette, offers online training courses, and assesses the operators' learning through a credit system.

5.4. Tapping into local culture and cultivating new industries

Local culture is the unique cultural connotation of rural areas, in this cultural connotation of the premise, most of the rural residents have a local culture and nostalgic feelings, and with time continuing to stretch long, this land contains a relatively rich historical and cultural atmosphere. It is in this unique vernacular cultural atmosphere, more and more tourists aspire to the countryside close to nature, back to the basics of cultural tourism needs. Currently, the local culture to ancient village architecture, folk customs, drama culture, religious culture, natural scenery, and other forms of display. It can be seen that how fully exploring the unique local cultural connotation of rural areas, and rural tourism industry integration, to cultivate a new industry is particularly important. This paper combines the actual situation of rural tourism in many places in Zhejiang Province, enriching tourism products with ecological protection and cultural experience, creating rural mystery tourism with the theme of Wu-Yue culture, rural ecological tourism with the theme of landscape culture, rural heritage tourism with the theme of drama culture, rural letter prayer tourism with the theme of religious culture, and rural wisdom tourism with the theme of creative culture. Among them, the Wu-Yue culture exploration tour can be centered in Hangzhou, extending to Ningbo, Jiaxing, Huzhou, Quzhou, etc., with ancient cultural sites (Hangzhou Liangzhu site, Ningbo Hemudu site, Shaoxing Xianrenshan site, etc.), ancient villages (Hangzhou Tangxi ancient town, Fuyang Longmen ancient town, Huzhou Nanxun ancient town, Ningbo Qiantong ancient town, Shaoxing Anchang ancient town, etc.), with humanistic landscape, history, natural scenery, etc., to create a cultural tourism fusion industry containing Wu-Yue culture; landscape culture ecological tour, taking Hangzhou, Ningbo, Jiaxing and other places as points and stringing them into a loop, featuring Zhejiang's humanistic spirit, Zhejiang's cultural lineage, Zhejiang's elements, tapping the cultural content of calligraphy culture, poetry culture, etc., and rural tourism products for in-depth integration, cultivating a new industry of "landscape culture + ecological landscape"; theatre culture inheritance tour, combined with theatre in many places in Zhejiang (Hang Opera, Shao Opera, etc.), in the form of recreation, tourism, experience, etc., to achieve the cultural tourism industry of theatre culture + recreation experience; the religious and cultural blessing tour takes many temples in Zhejiang as the core point, taking visitors to have an in-depth understanding of the Buddhist culture of multiple dynasties and experience the Buddhist pilgrimage and blessing culture in depth; the creative culture wisdom tour,

adhering to the spirit of Zhejiang of “doing in the real world, walking in the front, and standing on the tide”, takes the folklore experience museum, culture and art festival, culture and creativity museum, literature and art exhibition, special culture town, etc. as the new industry performance form, and takes Zhejiang culture IP as the guide, and explore creative cultural complexes and new-type cultural and tourism integration industries.

5.5. Building a collaborative mechanism for rural revitalization stakeholders

The government helps to revitalize the countryside, not only to provide institutional protection and policy guidance but also to develop an assessment system and evaluation guidelines for rural tourism, to improve the quality of rural tourism through the constraints of tourism subjects. Enterprise is an important link in the industrial extension of rural tourism development, and also a push help for the integration of rural culture and tourism. Farmers are the most important link in the implementation of rural tourism policy, as the main body of rural tourism, farmers are the window of the output of local culture. In addition, rural tourism industry associations are irreplaceable, and mature industry associations can not only play a role in coordinating the relationship between the main interests, but also cooperation with the government to exercise part of the supervision and management functions. By training farmers and local enterprises, rural tourism industry associations can improve the knowledge, skills, and cultural connotations of tourism operators and make rural cultural tourism more standardized. Through the collaboration of stakeholders from government-enterprise, farmers, and the association, a mutually beneficial win-win mechanism is built to promote the integration of rural tourism and culture and lay the institutional foundation for rural revitalization.

References

- [1] Chen, X.J. The successful experience and reference of foreign rural tourism innovation development[J]. Journal of Chongqing Jiaotong University (Social Science Edition), 2012, 12(5).
- [2] Deng, X.H., Xiao, H.L. From poverty alleviation to rural revitalization: A study of rural tourism turning to Guizhou Province[J]. Journal of Hubei University for Nationalities (Philosophy and Social Science Edition), 2020(5).
- [3] Ding, C.W. Zhejiang vernacular tourism [M]. Hangzhou: Zhejiang University of Commerce and Industry Press, 2018: 6.
- [4] Ding, X.Y., Kong, J.F. International experience and inspiration of rural tourism development[J]. Economic Vertical, 2019(4).
- [5] Fan, Z. The theory and practice of cultural tourism integration[J]. People's Forum - Academic Frontier, 2019(11).
- [6] Fei, X.T. Rural China [M]. Nanjing: Jiangsu Wenyi Publishing House, 2007.
- [7] Gao, D.M., Wu, Z.J., Zhan, B. The inspiration of German leisure agriculture to the development of leisure agriculture in China[J]. Horticulture and Seedlings, 2017(8): 4-7.
- [8] Guo, H.C., Han, F. A review of rural tourism development in China[J]. Advances in Geographical Sciences, 2010(12).
- [9] Guo, W.X.X., Tian, S.M., Deng, R. Experience and inspiration of rural regional planning in developed countries[J]. Economist, 2017(2): 107-108.
- [10] Liang, L.M. Theory of Rural Construction[M]. Shanghai People's Publishing House, 2006.
- [11] Lin, G.H., Zeng, Y.R., Liu R.Z., et al. Exploring the development model and experience of leisure agriculture in Taiwan[J]. World Agriculture, 2013, 412(8): 133-135.
- [12] Lin, H.L. The experience and inspiration of the development of agricultural leisure tourism in the United Kingdom[J]. World Agriculture, 2016, 444(4): 130-134.
- [13] Lin, Y.Y. Operational experience and inspiration of foreign agricultural tourism[J]. Agricultural Economic Issues, 2009(12): 101-103.
- [14] Liu, Y.S. Urban-rural integration and rural revitalization in the new era of China[J]. Journal of Geography, 2018(4).
- [15] Lu, T., Wang, W.T., Wang, X.J., et al. The expression of rural culture in Taiwan's creative agricultural parks as an inspiration for Fuzhou[J]. Zhejiang Agricultural Science, 2017, 58(9): 1658-1662, 1666.
- [16] Ma, J. The development experience and inspiration of agrotourism in France[J]. World Agriculture, 2013, 444(4): 144-147.
- [17] Sun, J.X., Xu, X.J., Wang, N., et al. The Role of Tourism in Poverty Alleviation and Rural Revitalization: An Expert's Discussion on "Tourism for Poverty Alleviation and Rural Revitalization"[J]. Journal of Natural Resources, 2021(10).
- [18] Wang, J.Q. Leisure agriculture in France from an economic perspective[J]. World Agriculture, 2016, 442(2): 157-160.
- [19] Wang, N. A comparative study of foreign rural tourism development models[J]. World Agriculture, 2015(8).
- [20] Wang, Q. A study on international experience of leisure agricultural tourism development in China with reference to international experience[J]. Agricultural Economics, 2016(10): 32-33.
- [21] Wu, B.H., Wu, J. Industrial upgrading of rural tourism development in China[J]. Tourism Science, 2007(3).
- [22] Wu, L.Y. Recommended cultural tourism industry integration to enhance the development of new dynamic energy [N]. China Tourism News, 2019-01-23(003).
- [23] Yan, Y.X. The experience and inspiration of the development of agrotourism in Germany[J]. Journal of Inner Mongolia Agricultural University, 2017, 19(1): 52-56.
- [24] Zhang, J. Research on the construction of rural tourism poverty alleviation model in the context of cultural tourism integration[J]. Agricultural Economy, 2020(8).
- [25] Zhang, C.H., Duan, P.F., Yin, L.S. Research on the path of rural revitalization from the perspective of cultural tourism integration[J]. Contemporary Rural Finance, 2018(12): 4-7.
- [26] Zhao, X.D., Sun, X.F. The reproduction of Chinese rural culture--a rethinking based on a concept of cultural transformation[J]. Journal of Nanjing Agricultural University (Social Science Edition), 2017(1).
- [27] Zhu, B.L., Liu, X.Y. Territorial tourism in ethnic areas under the perspective of precise poverty alleviation: experiences and reflections: the case of Liping, Guizhou[J]. Social Scientist, 2018(02).