

Research on Long-term Development Path of Rural Cultural Tourism under the Background of Rural Revitalization

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Abstract: With the proposal of rural revitalization strategy, more and more towns pay attention to the development of local cultural industry and tourism. Through the development of cultural tourism industry to stimulate regional economic development, and then promote the overall development of rural areas. Aiming at the current status quo of the development of rural cultural tourism, such as scattered brands and insufficient overall influence, this paper first investigates the current research status of domestic scholars on rural cultural tourism and relevant roads issued by the country, and then analyzes the main problems existing in the current development process of rural cultural tourism. Finally, it puts forward the development path of integration and reconstruction of six measures: country support, digital empowerment, brand creation, regional culture deepening, cultural and creative talents training and industrial integration. Through the promotion of the integrated development of culture and tourism, rural revitalization will be promoted to promote the faster and better development of regional rural economy.

Keywords: Rural Revitalization; Cultural Industry; Tourism Development; Fusion Reconstruction; Regional Economy

1. Introduction

In 2023, eight departments, including the Department of Culture and Tourism of Shandong Province, issued the Implementation Plan on Promoting High-quality Development of Rural Tourism (2023-2025), so as to promote the overall development of rural cultural tourism industry to a higher level. At the national, provincial, regional and other levels, relevant policies have been introduced to promote the development of rural cultural

tourism, and vigorously promote rural revitalization.

In view of the current situation and bottleneck problems of the development of rural cultural tourism, many domestic scholars have conducted a lot of research on this problem. Yuan Yonglin put forward constructive suggestions on the problems existing in the development of cultural tourism in Suzhou District of Fujian Old District and the characteristics of each county and district, so as to inject new vitality into the development of Suzhou District of old district [1]. Han Guangming analyzed the development status and initial achievements of the cultural tourism industry of Hezhen nationality, and put forward countermeasures and suggestions for further developing the cultural tourism industry and realizing rural revitalization [2]. Lu Renjing analyzed the value implication and realistic dimension of digitalization's contribution to the integrated innovation and development of rural cultural and tourism industry, and proposed a practical path of digitalization's contribution to the integrated innovation and development of rural cultural and tourism industry [3]. Chen Lingyun focuses on the development mechanism of the digital empowered cultural tourism industry, analyzes the endogenous mechanism of the rapid development of the digital empowered rural cultural tourism industry from the perspective of the hindering problems faced by the development at the present stage, and proposes the development path of the digital empowered cultural tourism industry, namely concept renewal, function renewal, integration renewal and service renewal. Finally it realize the comprehensive revitalization of rural cultural tourism industry [4]. Taking Taichung lavender forest, a well-known rural cultural tourism industry, as the research object, Guan Yuxin et al. combed the contemporary interpretation of rural regeneration, placed lavender forest under the perspective of rural

regeneration, analyzed the industrial practice and cultural construction of lavender forest, discussed the connection between the cultural connotation of lavender forest and rural regeneration, and tried to find out the relationship between lavender forest and rural regeneration under the observation of symbiosis theory and survival philosophy Multi-dimensional regeneration of rural cultural tourism industry [5].

Although domestic scholars have put forward relevant measures for the bottleneck of the development of rural cultural tourism, the development of cultural tourism in China is currently in the development stage, due to policy, management and other problems, many rural scenic spots appear abandoned and difficult to develop. Most scholars put forward relevant suggestions for a certain industry in a certain region, which will form limitations and fail to form a regional or even national universal model, which is a problem that needs in-depth research.

2. Current Problems in the Development of Rural Cultural Tourism

At present, China's leisure agriculture mainly presents four types, namely farmhouse, folk village, agricultural park and leisure farm, and rural experiential rural tourism has become an important type of rural tourism in China [6]. With the improvement of people's consumption upgrading and the increase of personalized demand, China's rural tourism has gradually developed in the direction of diversification, integration and individualization. At the same time, the consumption mode of rural tourism has changed from sightseeing tourism to vacation in-depth experience tourism, and the forms of rural tourism have gradually diversified. At this stage, the path of rural economic development has gradually formed new trends such as "rural theme, experience life, agricultural modernization, diversification of business forms, village scenic spots, farmers' multi-industry, resource productization". However, there are still many problems in the development of rural tourism. The brand is scattered and the overall influence is insufficient. Lack of industrial integration, less innovation and creativity; Lack of high-end talents, industrial management difficulties. Therefore, it is an urgent problem to explore a long-term development path of rural cultural

tourism.

2.1 The Brand Is Scattered and the Overall Impact Is Insufficient

The countryside is rich in geographical scenery, rich agricultural products, and more traditional crafts. However, in the process of its development, there are many product types and no good brand effect has been formed, resulting in regional characteristics of products and landscapes failing to expand their influence, inadequate promotion, and poor development prospects. After the research team investigated the development and marketing of agricultural products such as sweet potato and chestnut in Weifang, Shandong Province, it was found that most of the main reasons for the lack of brand formation were: there were multiple management in the process of brand construction of agricultural products and handmade products, and the integration of support policies was not in place; The main body of agricultural product brand management has weak competitive consciousness, and most of them have the thinking of "emphasizing production and light brand". As the main body of brand management, the overall strength of agricultural enterprises is not strong, and there are not many intensive processing of agricultural products and secondary value-added products. Agricultural standardization construction lags behind, and there are shortcomings in the formulation and implementation of agricultural standards; the positioning of agricultural brand construction is not clear, the differentiation is insufficient, the homogenization competition is serious, and the brand marketing means are traditional and single.

Therefore, in order to develop rural tourism, it is necessary to promote the brand formation of local agricultural products and handmade products to a certain extent and promote regional influence.

2.2 Lack of Industrial Integration and Less Innovation and Creativity

In many rural areas, leisure agriculture mainly focuses on tourism and catering services, lacking brand, high-end and scale, strong homogeneity, lack of differentiation, over-exploitation of resources, and serious damage

to the ecological environment. It is mainly manifested in the following aspects: (1) The development of leisure agricultural tourism has serious homogeneity, lack of characteristics and innovation; (2) The service industry has insufficient support for agricultural development, and the ratio of added value of agricultural service industry to total agricultural output value is 3-5%, which is much lower than that of developed countries. At present, the online retail of agricultural products accounts for only 3.23% of the total market of agricultural products, while the penetration rate of online shopping in the whole society reaches 79.5%. It can be seen that the role of the emerging information technology industry represented by the Internet in promoting agricultural development has been fully brought into play [7]. (3) The integration and development of various industries lack high-level planning and guidance. In some places, the development of leisure agriculture is still in a spontaneous state, which mainly exists in small and scattered forms such as farm entertainment, sightseeing agriculture and leisure fishing. The municipal planning is not in place. Although some counties and districts have leisure agriculture and rural tourism development plans, they are not forward-looking enough, their development positioning is not high, their planning depth is not enough, and they are not closely connected with characteristic industries, green ecology, farming civilization, and rural culture. With the passage of time and the change of development concepts, the planning is lagging behind, and the guidance and operability are not strong.

As a result, the integration between various industries is relatively poor, there is no novel creativity, unable to attract the continuous attention of tourists, and directly affect the development process of local cultural tourism.

2.3 Lack of High-end Talents, Industrial Management Difficulties

Rural tourism projects, the integration of agricultural farming, catering services, accommodation services, health and entertainment services and other forms of business, such as the lack of comprehensive talents, resulting in rural tourism projects after the completion of products and services cannot keep up, business difficulties, more unable to

upgrade. In addition, many rural tourism scenic spots reduce management costs, recruit non-professionals to manage and operate scenic spots, they often lack professional training, lack of tourism awareness, lack of management experience that tourism operators should have, lack of understanding of rural tourism culture mining, planning and operation, industrial development, marketing and publicity, etc., resulting in poor operation of scenic spots.

3. Measures for the Long-term Development of Rural Cultural Tourism

3.1 We Will Strengthen Government Support to Provide a Strong Guarantee for the Integrated Development of Culture and Tourism

In 2024, the No. 1 Document was released, proposing the implementation of the deep integration project of rural culture and tourism, and the implementation plan (2023-2025) for promoting high-quality development of rural tourism by eight departments of Shandong Provincial Department of Culture and Tourism in 2023, proposing to adhere to integrated development, market operation, win-win cooperation, and benefit sharing, strengthen policy support, demonstration and guidance, and factor guarantee. Protect and excavate Qilu land farming culture and folk culture, speed up the transformation of tourism to leisure, start the brand of "Hospitable Shandong rural good season", and promote the development of agglomeration, refinement, peculiarity and fashion.

3.1.1 Government guidance and overall planning

In terms of planning, adhering to the principle of government guidance and social participation, coordinates the municipal and county rural tourism development guidance, promotion and supervision, with provincial leaders acting as "chain leaders" to accelerate the transformation of boutique tourism and cultural and tourism creative industries at a higher level and with greater efforts. By strengthening policy support, demonstrative leading, elements guarantee, specification management, public services, to gauge more cohesion to promote sustainable development, achieve rural revitalization planning tourism development planning, culture and "rules" of

corresponding practical village planning, The development of rural tourism is being promoted in an all-round way by optimizing spatial structure, expanding market entities, improving innovation in business forms, optimizing the development environment, and improving the security system.

3.1.2 Financial support, special investment

In terms of economy, economic policies should be given preference to villages and communities that intend to develop cultural tourism, help rural areas improve infrastructure, such as infrastructure construction of tourist attractions and tourist villages, improve the reception capacity and service level of rural areas; Encourage the issuance of cultural and tourism corporate bonds and debt financing instruments, support the construction of key cultural and tourism projects, and support eligible cultural and tourism projects to apply for local government special bonds; Special funds have been invested in the existing projects in towns and villages, and the “Measures for the Management of special Funds for Tourism Development” has been formulated. The management and use of special funds follow the principles of “provincial guidance, highlighting key points, overall consideration, and focusing on performance”, and the management model of “big special projects + task lists” has been implemented to carry out unified management and operation of special funds.

3.1.3 Establish a development center and strengthen publicity and promotion

The local government has set up cultural tourism development centers to promote the cultivation of cultural tourism enterprise brands; to coordinate the improvement of the cultural tourism industry in terms of quality and efficiency; to organize and implement the general survey, excavation, protection and utilization of cultural and tourism resources; to coordinate and promote the development of whole-area tourism and cultural undertakings; to take charge of the statistics and analysis of cultural tourism in the municipality and give full play to the role of this department in publicity and planning. Strengthen the publicity and promotion of local brand cultural attractions with characteristics, and enhance the brand image of cultural tourism.

3.2 Digital Empowerment to Broaden the

Development Path of Rural Cultural Tourism Industry

With the development of national science and technology, digital development has attracted the comprehensive attention of the cultural tourism industry, and the rural cultural tourism industry needs to broaden the development path with the help of digital technology.

3.2.1 Build a digital smart rural cultural tourism service platform

Build a digital and intelligent rural cultural and tourism integration service platform, provide better and broader resources for rural managers and operators, provide interactive services such as smart tour, homestay, and specialty e-commerce for rural cultural tourism, and provide one-stop services for visitors to the countryside. The digital smart service platform can gather social data resources for rural operators and managers, strengthen video images, tourism resource data, etc. It can also carry out unified management such as three-capital supervision, market analysis, prediction and early warning, and emergency command, fully rely on the data sharing and exchange platform to achieve orderly data sharing and build a full closed-loop rural data enabling system. Promote the comprehensive control of rural areas, including the digital unified control of rural environmental changes, tourism monitoring, farmer management, traffic flow and other issues. Through the “one machine travel” front-end mini program for tourists to customize routes, display tourism products, complete a series of services such as booking. The intelligent management platform is a favorable “tool” for the comprehensive management of rural tourism in the future, and a digital model from “rule by man” to “rule by wisdom”.

3.2.2 Create a new scenario of diversified digital media communication channels

The use of digital technology to upgrade rural traditional cultural elements into a diversified scene expression of online and offline comprehensive experience, through WeChat, Weibo, network live broadcast, short video and other media channels to spread rural cultural tourism information to create a new scene of online and offline integrated cultural consumption, the construction of online rural cultural experience park, so that people can have online experience. The first is to promote the coupling of digital intelligence technology

and rural excellent traditional culture production. Relying on digital technology, excellent rural traditional cultural resources such as traditional villages, rural cultural relics and intangible cultural heritage are digitally excavated and preserved. At the same time, to build a rural digital platform, village history, village records, cultural celebrities, traditional skills and other excellent rural traditional cultural resources to create immersive experience venues. The second is to promote the coupling of digital intelligence technology and rural excellent traditional culture. The use of VR, AR, 5G and other new media technologies, especially the use of digital network, media communication technology, video, animation, games and other content into the display of rural traditional culture, innovation of the expression methods and forms of excellent traditional culture stories, to achieve the visualization of rural excellent traditional culture, digital communication. The third is to promote the consumption coupling of digital intelligence technology and rural excellent traditional culture. Promote the digitization of excellent rural traditional cultural relics resources, develop the theme of excellent rural traditional culture, and create a diversified and personalized rural cultural consumption scene.

3.2.3 Create a new real-time broadcast publicity method

The use of various live broadcast platforms to live rural scenic spots in real time to stimulate people's desire to travel. Through live broadcasting platforms, rural tourism can break the restrictions of time and space, and show rural elements such as natural landscapes, agricultural production and folk culture to the public in a vivid and interesting way. Through the live broadcast platform, the audience can personally experience the rural customs and understand the rural life, so as to choose rural tourism as a holiday mode offline. In addition, the live broadcast platform also provides a new way to promote rural tourism, which can not only attract more tourists, but also enhance the visibility and influence of rural tourism.

3.2.4 Build a cultural tourism exchange platform

Build a cultural tourism exchange platform, and exchange successful experiences between towns and villages through the platform, expand the development path of cultural

tourism, and better promote rural revitalization. Online communication meetings can be held regularly between towns and cities to share experience in brother towns and cities in real time, and everyone can share successful experience; Towns with advantages in cultural tourism development can use WeChat groups, Tencent conferences and other online platforms to carry out online training to improve the management and operation level of regional cultural tourism practitioners.

3.3 Establish Regional Brands of Rural Tourism and Drive Rural Tourism to Integrate into the Market

It will building a brand development system, driving rural tourism to better integrate into the modern market, and promoting the regional brand development of rural tourism [8]. According to the cluster efficiency of rural tourism industry, formulate an effective management system, build regional brands in towns or communities and other regions, register property rights protection, effectively assemble scattered industrial brands, form a scale, produce economic benefits, and effectively enhance the regional economic driving ability.

Establish demonstration counties (cities and districts) of leisure agriculture and rural tourism, and strive to cultivate a number of national demonstration counties of leisure agriculture and rural tourism with excellent ecological environment, large industrial advantages, good development momentum, and strong demonstration and driving ability throughout the country; To build a "brand village", to "prefecture-level city" as a unit, the development of the region is well planned, beautiful natural scenery of the village set up as a "municipal brand village". Create a batch of blue sky, green land, clean water, live in peace, happy work, increase income beautiful leisure rural quality brand.

Promote and publicize an industry or agricultural product in a certain region, form a scale, create regional and even national brand effect, and stimulate the development effect of regional cultural tourism.

3.4 Integrate the Local Culture to Form the Characteristics of Rural Cultural Tourism

Culture is the highlight of rural structure, but also an important part of rural cultural tourism,

regional culture is the soul of regional tourism. In the process of rural cultural tourism construction, it is necessary to deepen the local regional culture, accumulate historical heritage, integrate cross-border, pluralism and innovation, and highlight the regional characteristics of “one side of soil and water supports one side of people” [9].

All localities should conduct in-depth investigation and research, and vigorously strengthen the collection, collation, development and utilization of local rural historical documents, so that the cultural potential contained in rural tourism resources can be fully released, and finally form new rural cultural characteristics, so as to promote the revitalization of rural culture. A series of tourism festivals can be held or a number of theme cultural parks can be built to show the cultural connotation of the region. Local governments should bravely assume the responsibility of protecting local culture, improve the scientific nature of their own decision-making, and shoulder the task of guiding enterprises to develop rationally, so as to achieve sustainable development of rural tourism culture.

3.5 Cultivate Rural Cultural and Creative Talents and Develop Rural Cultural Industry

The cultivation of rural cultural and creative talents is carried out both ways through internal training and external introduction [10]. Cultural and tourism projects provide rural jobs and professional job training, provide sustainable talent supply for rural revitalization, and carry out internal training; attracting talents to the countryside will help revitalize them. At the same time, cultural tourism projects provide rural jobs and professional job training, and provide sustainable talent supply for rural revitalization.

3.6 Explore Industrial Integration and Innovate the Development Model of Rural Cultural Tourism

It explores the integration of cultural tourism industry with new technologies and other industries, actively explore the development of multi-format integrated tourism model, and form a new multi-format integrated development model of “cultural tourism + agricultural characteristic planting”, “tourism +

sports” and other “cultural tourism +N” according to the local ecological climate, agricultural planting and other characteristics.

4. Summary

Under the background of rural revitalization, the development of rural cultural tourism is in full swing. The development of rural tourism and rural culture is an important engine and way to realize the strategy of rural revitalization, and the key to realize rural revitalization and the great rejuvenation of the Chinese nation. Effectively developing the integrated development of rural culture and tourism can promote the ecological environment of Baohua, increase farmers' income, promote the integration of urban and rural areas, and promote the faster and better development of regional economy. It is of far-reaching significance to actively study the bestselling development path to better promote the development of rural cultural tourism.

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