

# *High-Quality Development Measure and Promotion Path of Rural Cultural Tourism Industry Integration-Anhui Province as an Example*

Linmin Zhang<sup>a</sup>

*School of Economics, Anhui University of Finance and Economics, Bengbu, Anhui, 233030, China*  
*<sup>a</sup>2815877659@qq.com*

**Keywords:** Rural cultural tourism industry integration; high quality development; natural breakpoint method; promotion path

**Abstract:** The integration of cultural and tourism industries has become an important grip for rural revitalization. Based on the new development concept, the index system of high-quality development of rural cultural and tourism industry integration is constructed, and the entropy value method and natural breakpoint method are used to measure and classify the level of high-quality development of rural cultural and tourism integration in Anhui Province. The results show that the level of high-quality development of rural cultural tourism integration in Anhui Province is steadily increasing, but there are problems such as insufficient innovation capacity and unbalanced regional development. Based on this, we propose the promotion path for the high-quality development of rural cultural tourism industry integration: strengthen the soft and hard accessories to help rural cultural tourism innovation and improvement; find the regional characteristics to promote the coordinated development of rural cultural tourism; focus on ecological protection to lead the green development of rural cultural tourism; release the development potential to expand the openness of rural cultural tourism; improve the support system to improve the sharing mechanism of rural cultural tourism.

## 1. Introduction

The revitalization of the countryside requires both shaping and casting the soul. Without a high degree of confidence in rural culture and the prosperous development of rural culture, it is difficult to realize the great mission of rural revitalization. The integration of rural culture and tourism industry has become an important grasp of rural cultural revitalization and industrial revitalization, which has received wide attention from academia. Yang Heng and Fan Zhou (2008) believe that the integration of culture and tourism industry is to rely on special cultural products to realize the interaction between culture and tourism, which is essentially an extension of the tourism industry chain<sup>[1]</sup>. Focusing on micro perspective, Kong Shaohua et al. (2021) argue that the interpenetration of different elements between culture and tourism industries to form a compatible whole is the integration of culture and tourism industries<sup>[2]</sup>. In recent years, China's cultural and tourism industry integration has deepened and diversified, especially in rural areas, where the integration of rural

culture and tourism industry has promoted the transformation and upgrading of rural tourism, with the emergence of new industries such as cultural heritage tours, rural folk culture festivals, rural performing arts tours, rural cultural and museum tours, rural experience tours, rural night tours, etc. Rural cultural and tourism industry integration has gradually become the main direction of rural industry construction (Li, Yongjun, et al. (Li Yongjun and Wang Qingsheng, 2016)<sup>[3]</sup>. Although the integration of rural culture and tourism has been effective, there are some problems that cannot be ignored, such as insufficient cultural connotation mining, serious homogenization of cultural tourism products, inadequate infrastructure construction, and the impact of tourism development on rural culture and ecological environment (Zhao Hua and Yu Jing, 2015; Shen Junbo et al., 2020)<sup>[4][5]</sup>. Thus, it is necessary to broaden the thinking about the integration of rural culture and tourism, and come out with a high-quality development path suitable for the integration of rural culture and tourism industry under the strategy of rural revitalization.

## **2. The rural cultural tourism industry integration of high-quality development evaluation index system construction**

### **2.1 The concept of high-quality development of rural cultural tourism industry integration definition**

With the acceleration of China's economic transformation and quality improvement, the cultural industry and tourism industry can only achieve high-quality development if they are truly integrated in depth. Scholars define high-quality development mainly from the following perspectives: First, from the perspective of the new development concept, high-quality development is efficient and sustainable development with "innovation, coordination, green, openness and sharing" as the value orientation (Fang Dachun and Ma Weibiao, 2019)<sup>[6]</sup>. Second, from the perspective of supply-side structural reform, improving the effectiveness of supply and upgrading consumption are necessary to promote the inclusive growth of the cultural tourism industry (Song Yang and Li Xianjun, 2021)<sup>[7]</sup>. Third, from the perspective of macro and micro control, it is believed that the integration of cultural tourism industry should take into account both macro and micro dimensional aspects, focusing on both the quality of consumer products and services and the overall quality of overall social development (Guo Chunli et al., 2018)<sup>[8]</sup>.

Starting from the new development concept, this paper believes that the high-quality development of rural cultural tourism integration is based on the utilization and quality improvement of unique humanistic landscape and natural resources in the countryside, innovation in the form of rural cultural tourism integration as the development driving force, coordination of rural cultural tourism industrial structure as the inherent requirement, practice of the concept of green environment protection as the basic premise, broadening the degree of rural cultural tourism openness as the important way, and realizing the development of people's livelihood sharing as the essential. In the end, we will promote the deep and high-quality integration of rural cultural and tourism industries and realize the synergistic development of rural cultural and tourism industries.

### **2.2 Construction of the index system**

Based on the above concept of high-quality development of rural cultural tourism industry integration, the index system of high-quality development of rural cultural tourism integration is composed from five dimensions of the new development concept based on the principles of scientificity, rationality and operability (Table 1). Specifically.

(1) Innovation development dimension. Innovation is the fundamental driving force of high-quality development of rural cultural tourism integration. To achieve innovative development,

policy support, innovative investment and innovative talents are indispensable. Here, the government's support to the development of cultural tourism industry is measured by the proportion of expenditure on culture, tourism, sports and media to the fiscal expenditure, innovation investment is represented by the R&D expenditure of enterprises, and rural innovation talents are represented by the number of rural non-farm employees.

Table 1 Evaluation index system of high-quality integrated development of rural cultural tourism industry

Objectives	Tier 1 Indicators	Secondary indicators	Tertiary indicators	Properties		
High-quality integration development of rural cultural tourism industry	Innovative Development	Innovation Environment	X1: Culture, tourism, sports and media expenditure as a percentage of finance (%)	+		
			X2:R&D expenses (million yuan)	+		
			X3:Number of rural non-farm employees (persons)	+		
	Coordinated Development	Industry Structure	Industry Structure	X4:Rationalization of industrial structure	-	
				X5:Advanced industrial structure	+	
		Industry Coordination	Industry Coordination	X6:Value added of cultural and related industries	+	
				X7:Rural tourism revenue (billion yuan)	+	
	Green Development	Green Resources	Green Resources	X8:Total gas production of rural biogas (million cubic meters)	+	
				X9: Afforestation area	+	
		Green	Green	X10: Harmless treatment of domestic waste (million tons)	+	
				X11: Fertilizer use and pesticide use (tons)	-	
	Open Development	Development Potential	Development Potential	X12: Urbanization rate (%)	+	
				X13:Per capita disposable income of residents (yuan)	+	
				X14:Private car ownership (units)	+	
		Development Foundation	Development Foundation	Development Foundation	X15:Number of tourist star hotels (pcs)	+
					X16:Number of tourist star hotel rooms (rooms)	+
					X17:Road mileage (km)	+
					X18:Number of scenic spots of 4A level and above (pcs)	+
	Shared Development	Cultural Benefits	Cultural Benefits	X19: township integrated cultural stations (a)	+	
				Social Security	Social Security	X20: Rural tap water penetration rate (%)
		Medical Benefits	Medical Benefits			X21:Rural sanitary toilet penetration rate
				Education Benefits	Education Benefits	X22:Township medical technicians (people)
		Education Benefits	Education Benefits			X23:Number of hospital beds in township health centers (pcs)
				Education Benefits	Education Benefits	X24: Share of education expenditure in fiscal expenditure (%)
	Education Benefits	Education Benefits	X25:Years of education per capita (years)			+

(2) Coordinated development dimension. Coordination is an inherent requirement for the high-quality development of rural cultural tourism integration, and uncoordinated industrial structure can seriously hinder the process of rural cultural tourism integration. This paper measures the industrial coordination of the overall economic environment with the indexes of industrial structure rationalization and industrial structure advanced (Gan Chunhui et al., 2011)<sup>[9]</sup>, and measures the coordinated development of rural cultural tourism industry with the added value of cultural and related industries and rural tourism income.

(3) Green development dimension. Green is the basic premise of high-quality development of rural cultural tourism integration. Natural landscape and idyllic scenery are the basis of cultural tourism industry integration, and the quantity of green resources and the degree of green environment protection are crucial to long-term sustainable development. In this paper, the total gas

production of rural biogas and afforestation area are selected to characterize rural green resources, and the harmless treatment of domestic waste, fertilizer use and pesticide use are selected to measure green environmental protection (Liu Jinzhi et al., 2019)<sup>[10]</sup>.

(4) Open development dimension. In order to achieve high-quality development, the integration of rural culture and tourism must require improving tourism development potential and expanding tourism attractiveness. Therefore, the urbanization rate and the per capita disposable income of residents measure the consumption ability of residents, and private car ownership measures the degree of rural tourism traffic access, three indicators characterize the development potential of rural cultural tourism. The number of tourism-starred hotels, the number of tourism-starred hotel rooms, and the number of 4A-level scenic spots measure the food and accommodation situation of rural tourism and the quality of rural tourism, to measure its development foundation.

(5) Shared development dimension. The high-quality development of rural cultural tourism integration should be oriented to people's livelihood, starting from all aspects of culture, social security, medical care and education, improving the supporting infrastructure related to rural cultural tourism industry, and meeting the people's growing needs for a better life. Therefore, indicators such as township comprehensive cultural stations, rural running water penetration rate, rural sanitary toilets penetration rate, township medical technicians, number of beds in township health centers, education expenditure as a proportion of financial expenditure, and years of education per capita are selected to measure.

### 3. Anhui Province rural cultural tourism integration high-quality development level comprehensive evaluation

#### 3.1 Data sources

The data were selected mainly from the 2010-2020 Anhui Provincial Statistical Yearbook of 16 prefecture-level cities in Anhui Province, the Department of Culture and Tourism of Anhui Province and the statistical bureaus of each city.

#### 3.2 Evaluation Methodology

Entropy is a measure of uncertainty, and determining the weights through the principle of information entropy can reduce the interference of human factors and objectively and accurately evaluate the research object. This paper draws on (Yang, Li and Sun, Zhichun, 2015)<sup>[11]</sup> improved entropy method for comparing different years, while adding time variables to make the analysis results more rationalized.

##### 3.2.1 Data standardization processing

Since the data of the level of quality development indicators of rural cultural tourism integration have different levels and orders of magnitude, the original data are pre-processed first in order to facilitate the examination and comparison.

In this paper, the indicators are divided into two categories: positive indicators with larger values; and negative indicators with smaller values.

Assume that there are  $r$  years and  $n$  cities, and  $m$  indicators, then  $X_{\theta ij}$  is the year  $\theta$  city in the year  $i$  of the  $j$  the value of the first indicator of

$$\text{Positive indicators: } X_{\theta ij} = \frac{X_{\theta ij} - \text{Min}(X_{\theta ij})}{\text{Max}(X_{\theta ij}) - \text{Min}(X_{\theta ij})}$$

Negative indicators:  $X_{\theta ij} = \frac{\text{Max}(X_{\theta ij}) - X_{\theta ij}}{\text{Max}(X_{\theta ij}) - \text{Min}(X_{\theta ij})}$ , where Max, Min are taken as the maximum and minimum values, respectively.

### 3.2.2 Entropy value and weight calculation

The weight of each indicator under different years  $P_{\theta ij} = \frac{X_{\theta ij}}{\sum_{\theta} \sum_i X_{\theta ij}}$  and order  $e_j$  denote the entropy value of the j the entropy value of the indicator, then the information entropy of each indicator  $e_j = -k \sum_{\theta} \sum_i P_{\theta ij} \ln(P_{\theta ij})$ , where  $k = \frac{1}{\ln n}$ . Let  $w_j$  denote the j the weight of the first indicator, then the weight of each indicator  $w_j = \frac{1 - e_j}{\sum_j (1 - e_j)}$ .

### 3.2.3 Overall index score

According to the calculation of index weights, the high quality development index scores of rural cultural tourism integration of 16 prefecture-level cities in Anhui Province from 2010 to 2020 were obtained (Table 2) and the average development water table of five dimensions (Table 3).

Table 2 Anhui rural cultural tourism integration high-quality development index score

City	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Hefei	0.2851	0.3697	0.4019	0.4380	0.4622	0.4798	0.5059	0.5395	0.5731	0.6293	0.6199
Huaibei	0.1018	0.1098	0.1118	0.1134	0.1141	0.1217	0.1375	0.1326	0.1377	0.1506	0.1558
Bozhou	0.1944	0.2004	0.1966	0.1982	0.1956	0.1924	0.1954	0.2103	0.2175	0.2395	0.2439
Cebu	0.2069	0.2151	0.2163	0.1988	0.2043	0.2093	0.2218	0.2248	0.2202	0.2331	0.2387
Bengbu	0.1685	0.1844	0.1754	0.2724	0.1844	0.1842	0.1850	0.1991	0.2079	0.2181	0.2186
Fuyang	0.2548	0.2769	0.2677	0.2797	0.2809	0.2884	0.2856	0.2706	0.2807	0.3020	0.3162
Huainan	0.1600	0.1703	0.1648	0.1693	0.1861	0.1747	0.1863	0.1938	0.1972	0.2103	0.2093
Chuzhou	0.1848	0.1987	0.1921	0.2345	0.2115	0.2208	0.2206	0.2281	0.2283	0.2516	0.2694
Lu'an	0.2587	0.2886	0.3109	0.3175	0.2991	0.3050	0.2924	0.3014	0.3074	0.3096	0.3176
Ma On Shan	0.1147	0.1501	0.1352	0.2730	0.1592	0.1622	0.1656	0.1745	0.1908	0.2000	0.2103
Wuhu	0.1608	0.1800	0.1825	0.2021	0.2082	0.2199	0.2319	0.2537	0.2686	0.2861	0.2976
Xuancheng	0.2109	0.2198	0.2030	0.2100	0.2140	0.2246	0.2189	0.2372	0.2323	0.2368	0.2473
Tongling	0.1019	0.1074	0.1123	0.1114	0.1188	0.1061	0.1315	0.1310	0.1417	0.1524	0.1605
Chizhou	0.1599	0.1702	0.1826	0.2776	0.2176	0.2030	0.1997	0.2092	0.2127	0.2199	0.2153
Anqing	0.2596	0.2843	0.2904	0.2988	0.2959	0.3090	0.2971	0.3164	0.3220	0.3350	0.3418
Huangshan	0.2141	0.2265	0.2327	0.2396	0.2428	0.2482	0.2481	0.2559	0.2604	0.2624	0.2743
Annual average value	0.1898	0.2095	0.2110	0.2396	0.2247	0.2281	0.2327	0.2424	0.2499	0.2648	0.2710

As can be seen from Table 2, the overall trend of high-quality development level of rural cultural tourism integration in Anhui province is increasing, with the annual average value rising from 0.1898 in 2010 to 0.2710 in 2020, an increase of 42.78 percentage points. Among them, the greatest increase occurred from 2012 to 2013, rising by 13.55%, a small decline occurred from 2013 to 2014, and the development level reached its peak in 2020. From the development history of 11 years, the level of high quality development of rural cultural tourism integration in Anhui Province has improved significantly, which indicates that the progress at the level of development concept and the implementation of specific measures in Anhui Province have promoted the high quality development of rural cultural tourism integration to a certain extent, but the overall index score is low showing that there is still more space in the development. The reason for the negative growth phenomenon in 2013-2014 is that 2014 was the first year of comprehensive deepening reform, and Anhui Province faced with complex and severe macro environment, there are problems that need to be solved such as overcapacity in some industries, outstanding structural contradictions in employment, new economic growth points to be cultivated and expanded, and there is downward

pressure on economic operation. Specifically, it seems that the annual growth rate of five cities, namely Hefei, Wuhu, Maanshan, Tongling and Huabei, exceeds the average growth level of Anhui Province. Among them, the average annual growth rate of Hefei is as high as 7.32%, which is 1.6 percentage points higher than Wuhu, the second highest growth rate of rural cultural tourism integration and high quality development, and 6 percentage points higher than Cebu, the slowest development growth rate.

Table 3 Development water average of five dimensions of high-quality development of cultural tourism integration in Anhui Province

City	Innovative Development	Coordinated Development	Green Development	Open Development	Shared Development
Hefei	0.0792	0.1010	0.0645	0.1518	0.0858
Huaipei	0.0109	0.0134	0.0296	0.0283	0.0438
Bozhou	0.0206	0.0308	0.0236	0.0414	0.0911
Cebu	0.0264	0.0313	0.0277	0.0370	0.0948
Bengbu	0.0225	0.0314	0.0229	0.0519	0.0711
Fuyang	0.0404	0.0395	0.0297	0.0442	0.1283
Huainan	0.0173	0.0224	0.0274	0.0559	0.0608
Chuzhou	0.0243	0.0374	0.0344	0.0514	0.0744
Lu'an	0.0297	0.0278	0.0478	0.0886	0.1069
Ma On Shan	0.0261	0.0227	0.0320	0.0593	0.0360
Wuhu	0.0358	0.0347	0.0349	0.0728	0.0483
Xuancheng	0.0209	0.0279	0.0429	0.0774	0.0540
Tongling	0.0164	0.0107	0.0284	0.0380	0.0316
Chizhou	0.0114	0.0309	0.0476	0.0746	0.0416
Anqing	0.0329	0.0309	0.0649	0.0912	0.0847
Huangshan	0.0258	0.0398	0.0427	0.0969	0.0407

For the sake of comparison, this paper calculates the average value of five dimensional levels of high quality development of rural cultural tourism industry integration from 2010 to 2020. From the innovation index, Hefei is far ahead reaching 0.0792, with most cities holding a medium level of innovation and Huabei, Huainan, Tongling and Chizhou being relatively low. On the coordinated development index, Hefei scored 0.101, which is more than 9 times of Tongling with the lowest ranking. Except for Huabei and Tongling, whose coordinated development index is lower than 0.2, all other cities are between 0.2 and 0.4, which is not much different. The green development index echelon is obvious and more evenly distributed. The first echelon is higher than 0.6 in Hefei and Anqing, the second echelon is higher than 0.4 in Liuan, Xuancheng, Chizhou and Huangshan, the third echelon is higher than 0.3 in Chuzhou, Maanshan and Wuhu, other cities are distributed between 0.2 and 0.3, Huabei, Maanshan and Tongling are still not obvious in the effectiveness of green development. The top three open development indexes are Hefei, Anqing and Huangshan, and other cities besides Huabei, Suizhou and Tongling have good open development indexes. The overall score of Shared Development Index is high, among which Fuyang and Liuan exceed 0.1, and all other cities except Maanshan and Tongling also score above 0.4. From the five dimensional indicators, shared development and open development have greater weight and innovation development index is the smallest, which indicates that social sharing guarantee provision in Anhui Province is more sound, rural tourism has broad market demand and greater development potential, and the supply of food and accommodation in scenic spots is also more sufficient to meet the basic conditions of rural cultural tourism integration. However, there are still problems such as insufficient innovation environment construction and slow innovation development in Anhui Province.

### 3.3 Analysis of regional differences in the high-quality development of cultural tourism integration in rural Anhui

There are significant differences in the development level of rural cultural tourism integration among regions in Anhui Province. To further understand the development characteristics of each region, this paper, based on the assessment results of high-quality development of rural cultural tourism integration in Anhui Province in 2020, classifies 16 prefecture-level cities into five types: take-off type, advanced type, balanced type, catching up type and insufficient type according to the natural breakpoint method (Figure 1).

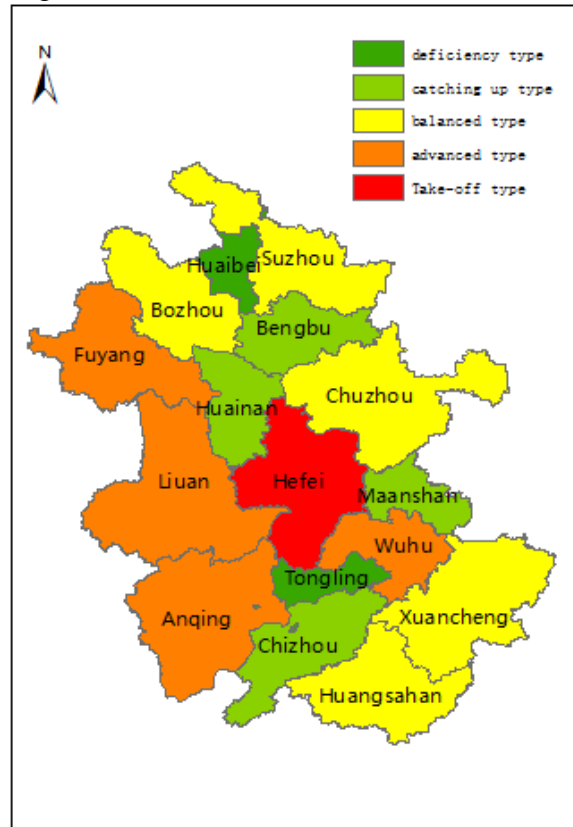


Figure 1 Spatial differences in the level of high-quality development of cultural tourism integration in Anhui Province

Type I: Take-off type, with Hefei as the representative city of this type. As the capital city of the province, Hefei's economic development level has been far ahead in the province. Relying on platforms such as higher education institutions, research institutes and national demonstration bases for the integration of culture and science and technology, Hefei has been increasing its R&D investment by taking advantage of its strong science and technology and talents, and the R&D investment in Hefei in 2020 is 6.4 times of the average investment in the province. In the indicators measuring the level of high-quality development of rural cultural tourism integration, Hefei's innovation development index scores far exceed those of other cities, and its advantages are also evident in green development, open development of rural cultural tourism and active expansion of cultural space construction.

The second category: advanced type, with Wuhu, Fuyang, Luan and Anqing as representative cities. Wuhu's comprehensive index score has the second highest average annual growth rate in the province, maintaining a stable and healthy development in general, and the development of all five dimensions is also in the middle to upper level. Wuhu is committed to the brand building of night

tourism, and has achieved good results in the high-quality development of the integration of rural culture and tourism by improving the corresponding supporting facilities and strengthening the promotion of various media. Fuyang is located in the vast Huabei Plain and has a long history of agricultural production. Fuyang City takes advantage of its profound farming culture to develop rural tourism, forming a characteristic rural cultural tourism integration development model. Anqing City has a good green base and abundant resources. Anqing also gives full play to its resource advantages, focuses on urban green construction and ecological protection, actively promotes "all-area tourism", develops a large health industry, and ranks first in the province in green development and open development. Lu'an tapped red cultural resources to help the integration of rural culture and tourism, focusing on making up for the shortcomings of public cultural facilities in rural areas, the in-depth implementation of cultural projects for the people, education, medical and other public services are also more complete, and the level of shared development is high.

The third category: balanced type, with Huangshan, Xuancheng, Chuzhou, Suzhou and Bozhou as representative cities. Huangshan, as a tourism-driven city, attaches great importance to ecological protection and construction, improves the quality of green environment, and has a high level of green development. Not only that, Huangshan actively promote the combination of Hui culture, tea culture and rural tourism development, emerging such as Xidi Hongcun, Jade Valley, Tea Garden Ping and other rural cultural tourism integration with cultural characteristics and ecological tourism as the characteristics of the typical. Chuzhou, Suzhou, Bozhou are among the more populous cities in Anhui Province, the countryside has a large area, rural culture and tourism integration development has great opportunities, but the domain of rural tourism resources are limited, the development of the general base, the level of open development is low.

Fourth category: catching up type, representative cities are Bengbu, Maanshan, Chizhou, Huainan. The economic volume of Bengbu and Maanshan are in the forefront of Anhui Province, but the development mode emphasizes industry-driven, and not enough efforts are made in the cultural tourism industry and the integration of cultural tourism industry, and the level of development of the integration of cultural tourism industry is a bit behind. Chizhou has many villagers' homes and special poetry culture, and Huainan is known as "the city of Chinese idioms" and "the hometown of Chinese bean curd culture", both of which are rich in rural cultural tourism resources, but the level of high-quality development is still inadequate. The fundamental reason is the insufficient expenditure on innovation and the lack of innovation ability, and the failure to give full play to the characteristic advantages of rural cultural and tourism resources.

The fifth category: deficiency type, with Huabei and Tongling as representative cities. As we know from Table 2, the average annual growth rate of these two cities' comprehensive index is higher than the average level of Anhui Province, and the growth rate is faster. However, because Huabei and Tongling belong to the economically underdeveloped areas of Anhui Province, their own cultural tourism development foundation is poor, and the high-quality development of rural cultural tourism integration still has a great deficiency. Huabei is far from take-off cities and advanced cities, and receives limited radiation drive. Tongling scores too low on social sharing indicators, and social security coverage of the population in medical education, cultural services, etc. needs to be improved. Huabei was built because of coal and developed with coal, while Tongling was founded because of copper and developed with copper. The development strategies of the two governments focus on the construction related to coal and copper industries, and the crude economic growth model and urban expansion aggravate energy consumption and environmental pollution, making the level of green development of both low and the coordination index low, which seriously affects the process of high-quality development of rural cultural and tourism integration.



## **4. The promotion path of high-quality development of rural cultural tourism integration in Anhui Province**

### **4.1 Strengthen the soft and hard accessories to help rural cultural tourism innovation and enhancement.**

Rural cultural tourism industry integration of high-quality development should focus on the improvement of the level of hardware and software. From the software side, high quality talent support is the guarantee of high quality innovation development. The deep integration of rural culture and tourism should absorb talents in multiple channels and forms, and create a group of composite talents who understand both tourism industry and cultural industry, and also understand the complexity of the countryside. To this end, on the one hand, we should focus on talent attraction, strengthen the local government and tourism colleges, research institutions docking, to attract talent flow to the countryside in the form of incentives, subsidies and other forms. On the other hand, we should focus on the professional training of talents to enhance their professional knowledge and innovation consciousness, and to explore specific paths of deep integration for high-quality innovative development ideas in rural cultural tourism (Yu, Fajian et al., 2020)<sup>[12]</sup>. From the hardware aspect, the realization of digital cultural tourism project is the key to the transformation and upgrading of rural cultural tourism integration in our province. The cities should dig deep into the cultural connotation, take the lead of creativity, release the potential of digital, creative and intelligent development of rural cultural tourism, and accelerate the digital transformation of driving cultural tourism. In addition, the government can stimulate the independent innovation ability of rural enterprises, cultivate large cultural tourism enterprises with core competitiveness, and help the rural cultural tourism industry integrate and innovate by establishing public welfare type research institutions and strengthening the property rights protection system of scientific research results, etc.

### **4.2 Find the right regional characteristics and promote the coordinated development of rural cultural tourism.**

From the high quality development index, we can see that the level of development of rural cultural tourism industry integration in Anhui is unbalanced between regions, and the gap between "take-off" cities and "deficient" cities is large. Each city should coordinate the spatial layout of rural cultural tourism, identify its own characteristics and advantages, and make up for regional shortcomings by planning different brand development routes to achieve coordinated regional development. For example, Fuyang can use a variety of flower bases to form a flower industry chain and create the "Northern Flower Capital" city card. Lu'an can integrate red tourism resources in the old revolutionary areas, develop interconnected red study tour lines, and brand red tourism. In addition, Anhui Province should play the role of "take-off" cities, enhance the level of linkage development between neighboring cities, strengthen the interaction and sharing of resources and technology from innovation and openness, and focus on the improvement of coordination dimension.

### **4.3 Focus on ecological protection, leading the green development of rural cultural tourism.**

Anhui Province rural cultural tourism integration of high-quality development should be green as the main tone of development. For the countryside of ancient villages, heritage buildings, ancient trees, ancestral shrines and other cultural memory space to establish a protection mechanism, so as to build into the countryside cultural characteristics of the tourist attraction. On the basis of protecting the original appearance of the countryside and maintaining the characteristics of the style,

we will strengthen the progress of rural sewage treatment, rural garbage treatment, rural village beautification, rural night lighting and other projects. To this end, we should firmly establish the idea of "one piece of chess", pay attention to the systemic, holistic and synergistic nature of protection and treatment, and realize the overall improvement of the ecological system in Anhui Province through a multi-level coordination and management mechanism across cities (Xiao Liming et al., 2021)<sup>[13]</sup>, and build a happy pattern with unified economic, social and ecological benefits.

#### **4.4 Release the development potential and expand the degree of openness of rural cultural tourism.**

Insufficient road traffic construction in the countryside restricts the development of rural cultural tourism industry, and the government should strengthen the construction of roads linking the countryside with towns while integrating resources and making overall transformation of the countryside in order to enhance the convenience of transportation between urban and rural areas and between villages (Shi Yan and Zhan Guohui, 2021)<sup>[14]</sup>. The promotion of the core competitiveness of rural cultural tourism integration cannot be separated from the publicity and promotion of rural cultural tourism. On the one hand, active and effective marketing is carried out by improving rural tourism websites and creating new media methods such as Jitterbug and Weibo accounts to increase the exposure of rural tourism brands. On the other hand, digital technology is used to show the unique rural cultural tourism IP image vividly to tourists and enhance the publicity effect of rural tourism. During the epidemic prevention and control period, localities can also actively adopt online tourism forms, using "cultural tourism + technology" to meet with tourists in the "cloud". "Cloud" tourism using technology to empower rural tourism, will further release the development potential, upgrade the development pattern of rural cultural tourism.

#### **4.5 Improve the support system and improve the sharing mechanism of rural cultural tourism.**

First of all, scientific development planning and feasibility evaluation indexes are formulated to improve mechanism support. The local government can set up a leading group for the integration development of rural cultural tourism, scientifically formulate development planning, and strengthen the evaluation and supervision work of the supervisory department for the high quality development of the integration of rural cultural tourism industry. Second, to realize the high-quality development of rural cultural tourism, corresponding laws and regulations are needed to provide protection. Anhui Province can make the high-quality development of rural cultural tourism lawful and rule-based through the development of practical local regulations (Yu, Fazhan et al., 2020)<sup>[12]</sup>. Again, government financial expenditures should be tilted toward rural infrastructure construction and improve public cultural service support. Municipalities should promote the interactive sharing of public services based on service platforms such as tourist attractions, cultural stations, libraries, and performing arts venues to enrich the cultural connotation of rural tourism and enhance the quality of tourism and cultural experiences. In short, at the time when the integration of rural culture and tourism is getting hotter and hotter, our province should deeply carry out the regional linkage of rural tourism and rural culture, stringing the scenery into a chain, depicting the rural picture of "beautiful Anhui", and helping the high-quality development of Anhui rural culture and tourism integration.

## Acknowledgments

This work was supported by "Research on the path of high-quality integrated development of cultural tourism industry in Anhui Province under the strategy of rural revitalization" (AHSKY2021D128).

## References

- [1] Yang Heng, Fan Zhou. *The mechanism of role and implementation path of cultural tourism integration to promote rural cultural revitalization* [J]. *Publication wide angle*, 2021(19):37-40.
- [2] Kong Shaohua, Liu Min, Feng Ge. *Analysis of the coupled and coordinated development of cultural industry and tourism industry in Sichuan Province* [J]. *Times Economic and Trade*, 2021, 18(12):105-109.
- [3] Li Yongjun, Wang Qingsheng. *Research on the integrated development of rural culture and tourism industry* [J]. *Finance and Economics Theory and Practice*, 2016, 37(3):128-133.
- [4] Zhao Hua, Yu Jing. *Research on the integrated development of rural tourism and cultural and creative industries under the new normal* [J]. *Economic Issues*, 2015(4):50-55.
- [5] Shen Junbo, Shi Peihua, Zhang Yuli. *A breakthrough in the integrated development of rural cultural tourism industry* [J]. *Open Herald*, 2020(1):104-109.
- [6] Fang Dachun, Ma Weibiao. *Measurement and spatial and temporal characteristics of inter-provincial high-quality development in China* [J]. *Regional Economic Review*, 2019(2):61-70.
- [7] Song Yang, Li Xianjun. *The theoretical connotation and evaluation system of high-quality economic development under the new development pattern* [J]. *Guizhou Social Science*, 2021(11):120-129.
- [8] Guo Chunli, Wang Yun, Yi Xin, Zhang Mingshen. *Correct understanding and effective promotion of high-quality development* [J]. *Macroeconomic Management*, 2018(4):18-25.
- [9] Gan Chunhui, Zheng Ruogu, Yu Dianfan. *The impact of industrial structure change on economic growth and volatility in China* [J]. *Economic Research*, 2011, 46(05):4-31.
- [10] Liu Jinzhi, Pu Chunling, Wang Zhiqiang, Fu Wannian. *Evaluation of land intensive use in Urumqi city from a low carbon perspective*. *Journal of Northeast Normal University (Natural Science Edition)*, 2019, 51(2):116-122.
- [11] Yang Li, Sun Zhicun. *Measuring the development level of new urbanization in western China based on entropy value method* [J]. *Economic Issues*, 2015(3):115-119.
- [12] Yu Fazhan, Huang Xin, Yue Hui. *High-quality development of rural tourism: connotation characteristics, key issues and countermeasure suggestions* [J]. *China Rural Economy*, 2020(8):27-39.
- [13] Xiao Liming, Wang Yanjun, Guo Ruiya. *Spatial differences and evolution of high-quality development of rural tourism in the nostalgia perspective-an examination based on the Yellow River Basin* [J]. *Journal of Tourism*, 2021, 36(11):13-25.
- [14] Shi Yan, Zhan Guohui. *Index construction, influencing factors and enhancement strategies of high-quality development of cultural tourism integration-Jiangsu as an example* [J]. *Nanjing Social Science*, 2021(7):165-172.