

The realistic dilemma and optimization strategy of Guangxi's integration of culture and tourism to promote rural revitalization

Wang Xingcai^{1,a,*}

¹*School of Economics and Management, Guangxi Normal University, Guilin, 541006, China*

^a*xingcai_w@126.com*

^{*}*Corresponding author*

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Abstract: Comprehensively promoting rural revitalisation and accelerating the construction of a strong agricultural country is a major strategic plan made by China based on the strategic goal of comprehensively building a socialist modernised power, and the effective implementation of the rural revitalisation strategy cannot be separated from the strong support of the culture and tourism industry. At present, in the process of Guangxi's efforts to build a world tourist destination, although the integration of culture and tourism in promoting rural revitalisation has begun to show results, it still faces the imbalance between supply and demand structure, "elite capture", "rich people but not rich government", and crowding out effect and other realities of the dilemma, these to a certain extent, these dilemmas have hindered the pace of rural revitalisation. Aiming at the above problems, this paper proposes four optimisation strategies, namely, further optimising the supply and demand structure, expanding the consumer market, reforming the institutional mechanism, and promoting ecological reclamation, with the aim of providing useful references for the efficient implementation of Guangxi's rural revitalisation strategy.

1. Introduction

"The most arduous and burdensome task in building a modern socialist country in an all-round way remains in the countryside." With the development gap between urban and rural areas as well as a series of issues such as agricultural modernisation, rural industrial revitalisation and rural governance coming to the fore, the strategy of rural revitalisation has become an important part of China's modernisation process^[1]. To achieve comprehensive revitalisation of the countryside, the integrated development of culture and tourism is an important initiative^[2]. A document clearly points out that it is necessary to improve the system and mechanism for the deep integration of culture and tourism, improve the support system for strengthening and benefiting agriculture and enriching agriculture, insist on giving priority to the development of agriculture and rural areas, and optimise the input mechanism for rural revitalisation.2024 The No.1 document of the Central Government also stresses the implementation of the project for the deep integration of culture and

tourism in the countryside, the promotion of the construction of rural tourism clusters (villages), the cultivation of new industries such as eco-tourism, forest recuperation and recreation, recreation and camping and the promotion of organic integration of elements of farming civilisation and modern civilisation. It can be seen that, in the context of the rural revitalisation strategy, the integration and development of the culture and tourism industry has become an important way to promote the transformation and upgrading of the rural economy, and to promote farmers' income and wealth.

Guangxi, as an important region inhabited by Chinese ethnic minorities, has rich indigenous cultural resources and unique natural scenery, providing unique conditions for the integration of rural culture and tourism.²⁰²⁴ In June 2024, the Three-Year Action Programme for the Development of Culture and Tourism Industry in Guangxi issued by the Department of Culture and Tourism of the Guangxi Zhuang Autonomous Region pointed out that it is necessary to anchor the construction of Guilin's world-class tourism city, a strong cultural and tourism area, and Guangxi's world tourism destination goal, and promote the deep integration of the whole chain of culture and tourism industry. In addition, documents such as the Special Plan for High-Quality Development of Rural Tourism in Guangxi (2022-2025) and the Plan for Cultural and Tourism Enabling Rural Revitalisation in Guangxi have also put forward specific requirements in terms of promoting the prosperity and development of rural culture, strengthening the protection and use of rural cultural heritage, upgrading the development of rural culture and tourism, and strengthening the construction of talent teams. In recent years, Guangxi has actively responded to the call of the state, constantly exploring the integration of culture and tourism to help rural revitalisation of new paths, and has started to see results. However, while making evident progress, the high-quality development of cultural and tourism integration in Guangxi still faces many constraints. On the basis of drawing on existing research results and closely combining with the actual situation of the development of Guangxi's cultural and tourism industry, this article deeply analyzes the practical difficulties faced by Guangxi in promoting the integration of culture and tourism to assist rural revitalization, and proposes targeted optimization strategies, in order to provide reference for the more effective implementation of the rural revitalization strategy through the integration of culture and tourism.

2. The Basic Situation of Cultural and Tourism Integration to Help Rural Revitalisation in Guangxi

Prosperous industries, ecological liability, civilised rural customs, effective governance and a rich life are the general requirements of the rural revitalisation strategy. Rural culture and tourism integration as the countryside "culture - nature - economy" as a whole humanities and ecosystem of innovative development ideas, in the inheritance of regional cultural characteristics and the protection of natural ecology as well as revitalising the rural economy has an important significance and role^[3]. In recent years, Guangxi insists on taking culture as the soul, tourism as the carrier, and branding as the gripping hand, and vigorously promotes the integrated development of culture and tourism, laying a solid foundation for the implementation of the strategy of rural revitalisation.

2.1. Guangxi Culture and Tourism Fusion Development to Help Industrial Prosperity

With regard to the cultivation of special industries, Guangxi has made full use of its abundant agricultural resources and ecological advantages to actively develop modern special agriculture and promote the deep integration of cultural tourism and agriculture. For example, relying on agricultural brands with distinctive "Gui" characteristics, such as luosifen, Liubao tea, jasmine flowers, sugar oranges and mandarin oranges, it has successfully created a number of distinct cultural and tourism consumption hotspots. At the same time, through the integration of agriculture,

culture and tourism mode, promote the extension of agriculture to the tertiary industry, building a different pattern of industrial prosperity. For instance, Maozhushan Village in Quanzhou County has effectively driven the prosperity of rural tourism by planting grapes and developing leisure agriculture such as grape picking and agro-parlour. In promoting the high-quality development of the cultural and tourism industry, Guangxi has formulated and implemented a series of policies and measures, including Several Measures on Promoting the High-Quality Development of Rural Tourism, which provides a solid policy guarantee for the healthy development of the cultural and tourism industry. In addition, relying on unique policy and location advantages, Guangxi also actively promotes the further development of cultural tourism industry. Taking Yulin Yuzhou District as an example, with the brand influence of Yuntian Culture City scenic spot, the region has successfully radiated and driven the rise of the surrounding characteristic neighbourhoods, further enriching the cultural tourism industry chain.

2.2. Guangxi's Integrated Development of Culture and Tourism to Help Ecological Liability

In terms of ecological environmental protection, Guangxi attaches great importance to ecological environmental protection and is committed to the construction of beautiful villages in the process of supporting the integration of culture and tourism. Specific measures include the continuous promotion of the rustic toilet revolution, the improvement of black-smelling water bodies in rural areas, and the mending of short boards in rural infrastructure. Through the integration of culture and tourism, Guangxi has promoted the rational development and use of ecological resources, and achieved a win-win situation of economic and ecological benefits. In practicing the concept of green development, Guangxi unswervingly adheres to the road of green development, and pays particular attention to the protection and restoration of the ecological environment in culture and tourism integration projects. Take Hexin Village in Chaoyang Township, Qixing District, Guilin City as an example, the village has not only achieved the transformation from a dirty and messy village to a beautiful one, but also vividly interpreted the practice and application of the green development concept in rural revitalisation through the elaboration of the "Hexin Peach Blossom Garden" project.

2.3. Guangxi's Integrated Cultural and Tourism Development to Help Rural Civilisation

In the area of cultural inheritance and innovation, Guangxi has focused on the inheritance and innovation of rural culture in the process of cultural and tourism integration, launching a series of excellent cultural and artistic works reflecting the vivid practice of rural revitalisation, such as the colourful melodrama New Liu Sanjie and the national opera On the Road to Poverty Alleviation. Through the implementation of cultural benefit projects, Guangxi has organised rich and diversified grass-roots folk activities, effectively enhancing the cultural literacy and civilisation level of rural residents. With regard to the protection of rural cultural heritage, Guangxi has strengthened the protection and adaptive use of rural cultural heritage, successfully completed a project to repair and protect the remains of revolutionary sites in the Long March National Cultural Park (Guangxi section), and has put into practice such local characteristics as the "Zhuang Frost Festival" and the "Liu Bao Tea Making Technique". The intangible cultural heritage with strong local characteristics, such as the "Zhuang Frost Festival" and the "Liu Bao Tea Making Technique", has been successfully declared and inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity, thus significantly advancing the process of building civilisation in the countryside.

2.4. Guangxi's Integrated Cultural and Tourism Development Contributes to Effective Governance

On the one hand, Guangxi, in the process of cultural and tourism integration to help rural revitalisation, has always adhered to the core position of party building leadership, giving full play to the role of party organisations as a battlefield and the role of party members as pioneers, while actively implementing the rural grid management mechanism, constantly improving village rules and regulations, and striving to build a social governance pattern of common building and governance sharing. Taking Hexin Village, Chaoyang Township, Qixing District, Guilin City, as an example, the village has significantly enhanced the leading power and influence of party building in rural revitalisation by carefully building the "Party Neighbourhood - Hexin House" party building brand, and has realised the grid management, security management, and many other tasks with the help of the "Digital Countryside" joint prevention and control platform. With the "digital village" joint prevention and control platform, it has achieved the online and intelligentisation of various tasks such as management and public security management, which has effectively improved the effectiveness and level of rural governance. On the other hand, by guiding village collectives and villagers to set up industrial and rural tourism cooperatives and tourism enterprises, the level of pastoral management services has been improved. For example, through the construction of the "Five-in-One" Rural Credit System, Pinglin Village in Na Tao Township, Bama Yao Autonomous County, the grass-roots community of social governance has been established, and the credit support provided by financial institutions for the collectives and individual farm households in Pinglin Village has been effectively enhanced. This has effectively enhanced financial institutions' credit support for Pinglin Village collectively and for individual farmers, laying a solid foundation for high-quality rural development and rural revitalisation.

2.5. Guangxi's Integrated Cultural and Tourism Development Helps to Make Life Richer

In terms of farmers' income, the integration of culture and tourism has opened up broader employment and entrepreneurship channels for rural residents in Guangxi, and has strongly driven the growth of farmers' income. Through the drive of culture and tourism projects, the joint development of enterprises, the radiation effect of scenic spots and the establishment of farmhouse, etc., it has directly helped more than 300,000 people in the region to get rid of poverty, and has driven more than 800,000 people to actively engage in entrepreneurship and employment in the field of culture and tourism. In terms of quality of life improvement, with the continuous deepening of the integration of culture and tourism, the quality of life of rural residents in Guangxi has achieved significant improvement. Taking Maozhushan Village as an example, the village has not only achieved a significant increase in per capita disposable income, but also made the villagers' lives more affluent by vigorously promoting the grape industry and rural tourism. The innovative initiatives of cultural and tourism integration in many places have made decisive contributions to consolidating the results of poverty alleviation and boosting rural revitalisation in Guangxi.

3. The Reality of the Dilemma of Cultural and Tourism Integration to Help Rural Revitalisation in Guangxi

3.1. Structural Imbalance between Supply and Demand for B&Bs, Hindering High-Quality Development

The Plan for the Development of Tourist B&Bs in Guangxi (2020-2025) aims to promote the comprehensive development of the six major tourist B&B clusters. However, during the rapid

growth of Guangxi's B&B industry, it has suffered from a serious structural imbalance between supply and demand. At the micro level, for example, the number of B&Bs in Yangshuo County 2024 surged to 3,000 in the first half of the year, an increase of up to 50%, but the number of tourists failed to grow in tandem and instead experienced a downward trend, which clearly indicates that the rapid growth in the number of B&Bs far exceeded the actual growth in the source of tourists, which in turn led to inefficiency in the utilisation of resources. At the macro level, the rapid development of B&Bs has brought about uneven quality. On the one hand, some villagers have hastily built simple lodgings with poor sanitary conditions, substandard environment and other problems, which seriously affects the satisfaction and repeat rate of tourists, and thus negatively affects the economic benefits; on the other hand, some large enterprises build high-end holiday hotels under the banner of "lodging", with high prices, which is contrary to the original intention of traditional lodging, and also leads to the inefficiency of resource utilisation. On the other hand, some large enterprises are building high-end resort hotels under the banner of "B&B" with soaring prices, which not only violates the original intention of traditional B&B, but also leads to irrational and insufficient optimisation of resource allocation. At the macro level, the problem of imbalance between supply and demand is particularly prominent during the off-peak season. During the peak season, the supply of B&Bs exceeds the demand, and tourists are often forced to choose low-quality or high-priced accommodation, which seriously affects the tourism experience; while during the off-season, B&Bs are faced with the predicament of low occupancy and high vacancy rates, and the pressure on their operation has increased sharply, with some of them even facing the risk of closure. Similar problems, if not effectively guided and solved, will further aggravate the vicious competition within the industry, which will not only affect the healthy and sustainable development of the B&B industry, but may also adversely affect the stability and high-quality development of the local economy.

3.2. The Phenomenon of "Elite Capture", Obstacle to Achieving Common Prosperity

"Elite capture" has become a significant problem in the distribution of public resources, directly affecting the realisation of public welfare and social justice.^[4] In Guangxi, the phenomenon of "elite capture" poses a significant challenge to the realisation of the goal of universal wealth, which is mainly reflected in the "difficulty in breaking down resource barriers" and the "restriction of consumption space". This is primarily reflected in the "difficulty in breaking down resource barriers" and the "restriction of consumption space". In the process of resource allocation and policy implementation, elites often take advantage of their economic and social advantages to acquire and control limited resources more efficiently, resulting in the marginalisation of local farmers and disadvantaged groups and making it difficult for them to share equally in the dividends of development. This tendency to concentrate resources and interests directly hinders the process of realising the goal of common prosperity. Although Guangxi's cultural tourism industry and lodging economy are booming, attracting elite investors from Guangdong and Fujian and bringing job opportunities and economic vitality to the region, behind this boom lies the hidden worry of uneven profit distribution. A large amount of profit flows to foreign investors, failing to fully transform into local consumption demand and reinforcement capital. This uneven flow of capital has limited the maximum release of Guangxi's economic potential, hindered the further expansion of the consumer market, and weakened the endogenous momentum of rural revitalisation. Together, these factors have made Guangxi face greater challenges on the road to achieving common prosperity.

3.3. Tourism "Enriches the People but Not the Government", Impeding Industrial Revitalization

While pillar industries are usually more meaningful in terms of tax contribution, tourism is relatively weak in this regard^[5]. Taking Yangshuo County as an example, the per capita disposable income of urban and rural residents in the county reached RMB 48,201 and RMB 24,774 respectively in 2023, which are both higher than the average level of Guangxi (RMB 41,287 for urban and RMB 18,656 for rural), and the urban/rural disposable income ratio is 2.50, which is also more than that of Guangxi (RMB 2.21) and Guilin City (RMB 2.02). This suggests that the level of residents' income in Yangshuo County is significantly higher than the overall level of Guangxi. However, among the 22,370 enterprises in Yangshuo County, the number of medium- and large-sized enterprises is only 61, and the market is mainly composed of small and micro-enterprises, especially tourism-related small and micro-enterprises, which generally have a lighter tax burden, and some of them are even in the status of tax-exempt. This reflects the phenomenon that regardless of the fact that tourism has boosted the income of residents in Yangshuo County, its direct contribution to local finances has been relatively limited. Guangxi as a whole faces a similar dilemma, with tourism failing to generate matching fiscal surpluses for provincial governments; instead, fiscal investment in tourism development often exceeds the returns to the treasury from tourism. This imbalance has exacerbated fiscal pressures, which may affect the quality and coverage of public services, thereby weakening the attractiveness and competitiveness of the tourism industry, and does not contribute to its sustainable development. In the long run, this fails to effectively promote the revitalisation of related industries and hinders the achievement of the goal of enriching and tourism integration for rural revitalisation.

3.4. Cultural Tourism "Crowds Out" Agricultural Development, Threatening Food Security

Guaranteeing a stable and safe supply of food and essential agricultural products has always been the top priority of building a strong agricultural country, and is also the key support for building a strong agricultural country^[6]. Most of the rural culture and tourism practitioners base their business activities on "agro-ecosystems"^[7], and in the process of culture and tourism integration in Guangxi, the phenomenon of culture and tourism "crowding out" the plantation industry is becoming more and more prominent, which is a challenge that adversely affects the implementation of the strategy of rural revitalisation. This challenge has a negative effect on the implementation of the rural revitalisation strategy. With the rapid expansion of tourism in Guangxi, a large amount of arable land has been transformed into land for tourism facilities and ancillary services, and tourism development projects in many places have clearly taken up land that was originally used for food production. While this shift in land use has led to economic growth and increased tourism revenues in the short term, it has also weakened the basis of agricultural production, violated the principle of ecological protection, and affected the quality and quantity of food production. As a large undeveloped province, Guangxi is highly dependent on stabilising arable land resources. The redistribution of land resources not only threatens food security, but also hinders the realisation of the goal of meaningful integration of "agriculture, culture and tourism". This unbalanced development model has exacerbated the fragmentation between agriculture and tourism, which does not contribute to the comprehensive, coordinated and sustainable development of the rural economy. Therefore, in promoting the integration of culture and tourism, it is necessary to pay more attention to the protection of arable land resources and to balance the development of agriculture and tourism, so as to ensure that the goal of rural revitalisation can be achieved on a solid and sustainable basis.

4. The Optimal Path of Cultural and Tourism Integration to Help Rural Revitalization in Guangxi

4.1. Structural Excellence: Improving the Supply Structure and Expanding Market Demand

In response to the structural imbalance between the supply and demand of B&Bs, the scale of B&Bs should be reasonably regulated through the dual-wheel drive of policy and market to prevent excessive competition and waste of resources, and at the same time, stimulate the transformation of the B&B industry to high-quality and special features, improve the quality of service, and push the rural culture and tourism industry into a high-quality development track. From the perspective of supply, the supply structure should be optimised to achieve differentiated advance. Firstly, the cultural and tourism sector should always fulfil its role as the industry regulator and do its job as a market guide, not only to compensate for shortcomings, but also to prevent redundancy. Secondly, the development of specific policies to support key points and award instead of compensation, as an alternative to a flooding policy of universal favour, and through the establishment of a comprehensive or single benchmark demonstration, give full play to the role of typical demonstration and leadership, and encourage the development of local folk lodging in a targeted manner, in order to curb the blind expansion of the supply side. From the perspective of demand, market demand should be extended to enhance tourism attractiveness. Firstly, it is necessary to strengthen the design and promotion of the overall tourism image, and make use of a variety of online and offline channels to increase the publicity of tourism resources, especially to make full use of social media, short video platforms and other new media means to attract the attention and participation of more tourists. Secondly, compared with traditional hotels, B&Bs have greater flexibility, and can flexibly adjust room rates, provide special packages and customised services according to market demand and seasonal changes. Therefore, in response to the problem of insufficient market demand in the off-season, we can focus on the development of tourism products suitable for the off-season, such as using off-season time to make staggered arrangements for excursions, studies and training projects, and launching off-season incentives, such as discount promotions and package discounts, in order to reduce tourists' travelling costs and attract more tourists, thus increasing the occupancy rate of off-season B&Bs.

4.2. Expanding Consumption: Optimizing the Business Environment and Enriching the Cultural and Tourism Industry

Optimising the business environment and enriching the cultural tourism industry is an important path for the cultural tourism industry to empower rural revitalisation. On the one hand, the basic system of the cultural tourism market system should be improved, and by optimising the business environment, the threshold for local enterprises to enter the market should be lowered, encouraging local capital to invest in the cultural tourism industry, and providing more opportunities for local residents to participate in cultural tourism projects, so as to reduce the outflow of capital. At the same time, the profit distribution mechanism can be innovated to ensure that foreign investors and local communities can share the fruits of progress, forming a mutually beneficial win-win situation and promoting common prosperity. On the other hand, it is necessary to deeply excavate local cultural resources and cultivate new types of cultural and tourism industries and consumption modes, and the relevant departments should accelerate the innovation of rural cultural and tourism product supply, actively create cultural and tourism IPs, shape consumption brands with distinctive regional characteristics, and build diversified consumption scenarios. The integration of rural culture and tourism is the fusion of multiple industries and modes, which can enrich tourists' travel experience and prolong their stay through the development of tourism routes with different themes,

the holding of colourful cultural festivals and the development of the night-time economy, so as to effectively broaden the consumption space. At the same time, it is also necessary to focus on improving the quality of tourism services, strengthening the construction of tourism infrastructure, providing tourists with a more convenient, comfortable and safe tourism environment, further enhancing the attractiveness and competitiveness of the culture and tourism industry, and providing a strong guarantee for the implementation of the strategy of rural revitalisation.

4.3. Changing the Mechanism: Improving the Distribution of Benefits and Innovating the Design of the Tax System

The integration of culture and tourism is a systematic project involving multiple sectors and fields, and it is necessary to adequately address the interests of the various subjects involved in the construction of rural cultural tourism. The government should improve the benefit distribution mechanism to ensure that tourism proceeds can be reasonably distributed to diverse stakeholders, including local governments, local residents, tourism enterprises and foreign investors. Through the implementation of tax incentives, the provision of financial subsidies and other policy instruments, actively guide the tourism revenue to the local government and local residents, so as to improve the rate of financial return, to stimulate the enthusiasm and initiative of all stakeholders, and to form a good situation to jointly promote the development of tourism. In addition, in order to further optimise the allocation of resources and promote regional economic prosperity, it is necessary for the government to conduct an in-depth study on the reform of the tax system, especially the possibility of consumption tax reform. It can draw on the successful experience of developed countries in collecting sales tax at the place of consumption, and explore the establishment of a tax collection and management mechanism suitable for tourism destinations, taking into consideration the actual situation. By letting the tax revenue from consumption directly return to and drive the local economic development, not only can it effectively solve the predicament of "rich people but not rich finances" in the development of tourism destinations, but also provide a stable source of income for local finances, enhance the supply capacity of public services, and then better promote the high-quality development of culture and tourism industry to achieve the revitalisation of the industry.

4.4. Promoting Reclamation: Attracting the Return of Labour and Promoting the Integration of Agriculture, Culture, and Tourism

In an underdeveloped region like Guangxi, agriculture is not only the foundation of cultural and tourism integration, but also the key to rural revitalisation and development. First, more attractive policy measures should be introduced, such as the provision of agricultural skills training, entrepreneurial subsidies, tax incentives, etc., in order to incentives migrant workers and tourism practitioners to return to the farm seasonally or on a long-term basis, and at the same time to attract young and strong labourers to bring modern agricultural technology and management concepts into the countryside, so as to solve the problem of shortage of agricultural labour. Secondly, we should fully explore the indigenous cultural heritage, and revitalise cultural resources on the basis of preserving the authenticity of the countryside. We can develop a series of agricultural experience projects with local characteristics, promote the integration of agriculture, culture and tourism, and transform unused land into rural tourist attractions for tourists to experience, so as to enrich the system of tourism products, enhance the participation and satisfaction of tourists, and promote the benign interaction and complementary development of the agriculture and culture and tourism projects. Thirdly, it is necessary to build a perfect "agriculture + culture and tourism" industry chain, support the development of agricultural products deep processing, rural handicrafts production and

other derivative industries, enhance the added value of agricultural products and market competitiveness, reduce the dependence on a single tourism income, and enhance the resilience and risk-resistant ability of the rural economy. Fourthly, it is necessary to implement scientific land remediation and ecological restoration projects for abandoned land, improve soil quality, prevent land desertification, and restore and enhance the productive capacity of the land; at the same time, in conjunction with the development of rural tourism, it is necessary to strengthen ecological environmental protection and carry out ecological projects such as reforestation and soil and water conservation, so as to create a green, ecological and sustainable environment for rural tourism.

5. Conclusions

In summary, Guangxi has achieved initial results in the process of promoting cultural and tourism integration to help revitalise the countryside, fully demonstrating the great potential of cultural and tourism integration in promoting local economic development, enhancing the soft strength of rural culture and improving the living standards of residents. However, Guangxi is still faced with the imbalance of supply and demand structure, the phenomenon of "elite capture", the problem of "wealthy people but not rich government", as well as the crowding out effect and other practical difficulties. In view of these problems, the optimisation strategy proposed in this paper aims to provide new ideas and practical paths for Guangxi's cultural tourism integration to help rural revitalisation by accurately connecting market demand and supply, broadening the cultural tourism consumer market, deepening the reform of the institutional mechanism, and strengthening the protection and reclamation of ecology, with a view to providing references and lessons learned for the implementation of rural revitalisation strategies in other regions of Guangxi and even in the country by using cultural tourism integration more effectively. This is intended to provide reference for other regions in Guangxi and the whole country to utilize cultural tourism integration more effectively to promote the implementation of rural revitalisation strategy.

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