

# ***Research on the Path of Immersive Study and Deep Integration of Rural Cultural Tourism—Taking Diaoli Village in Conghua District, Guangzhou City as an Example***

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**Abstract:** With the continuous rise of rural cultural tourism, immersive learning and deep integration of rural cultural tourism will become an important way for rural economic transformation and upgrading. The deep integration of the two can deepen the integration of culture and tourism, promote the cross-border integration of agriculture and tourism, promote the linkage between education industry and tourism industry, and accelerate the integrated development of agriculture, culture and tourism. Located in Conghua District, Guangzhou City, Diaoli Village has rich cultural, agricultural, and educational resources. However, its cultural resources need to be activated, agricultural resources need to be optimized, educational informatization needs to be strengthened, and research and learning plans need to be deepened. Based on this, a development path for the deep integration of immersive learning and rural cultural tourism is proposed from four aspects: firstly, the deep integration of cultural resources and immersive learning; The second is the cross integration of agricultural experience and immersive learning; The third is the innovative integration of educational resources and immersive learning; The fourth is the coordinated development of policy support and immersive learning.

## **1. Introduction**

With the continuous promotion of the rural revitalization strategy, the integration of rural culture and tourism has become a key force in promoting the transformation and upgrading of rural economy [1]. Immersive study tours, as an emerging educational tourism model, create immersive learning opportunities for participants by integrating learning experiences with on-site environments. This model has gradually demonstrated its unique value in inheriting rural culture, activating agricultural resources, and innovating the education industry. Diaoli Village, Conghua District, Guangzhou City, is an ideal place for immersive learning and deep integration of rural cultural tourism due to its rich cultural resources, unique agricultural resources, and diverse educational resources. By examining the resources of Diaoli Village, it can be clearly seen that it has a good foundation for conducting immersive learning activities. However, how to organically integrate

immersive learning with rural cultural tourism through scientific and reasonable policy guidance and planning support, enrich the product form of rural cultural tourism, optimize the quality of educational experience, and promote the vigorous development of rural economy, still needs to be continuously explored.

## **2. Significance of the deep integration of immersive learning and rural cultural tourism**

### **2.1. Deepening the integration of culture and tourism**

Immersive learning can be achieved through virtual technologies such as VR, AR, XR, etc., simulating, reproducing, or innovatively showcasing the unique elements of the history, culture, natural scenery, and folk customs of Diaoli Village, allowing students to deeply understand and love the local culture through personal experience, realizing the dynamic inheritance and innovation of culture, and enabling the reproduction and revival of disappeared cultural elements. In addition, immersive interactive experiences such as storytelling can enhance students' participation and interactivity in cultural tourism, stimulate their love for local culture, and consciously assume the responsibility of inheriting and promoting historical culture, so as to protect and promote endangered cultures. This deep experience not only enriches the connotation of tourism products, but also enhances the added value of cultural tourism, promoting the deep integration of culture and tourism. Immersive study not only provides students with a vivid and intuitive platform for historical and cultural learning, allowing them to deeply understand the essence of Guo's celebrity culture, ancestral hall culture, ancient well culture, and intangible cultural heritage such as cat head lions through personal experience, but also greatly stimulates students' interest and love for traditional culture. This learning method promotes the dynamic inheritance of culture, revitalizes ancient cultural heritage in modern society, and enhances the cultural confidence and national identity of the younger generation.

### **2.2. Promoting the cross-border integration of agriculture and tourism**

The integration of agricultural resources and immersive learning in Diaoli Village can provide students with a platform to get up close and experience agriculture. For example, utilizing characteristic fruit resources such as lychee and longan to organize activities such as fruit picking festivals and agricultural product processing experiences not only increases students' participation and experience, but also promotes the sales of agricultural products and brand dissemination. The integration of agriculture and tourism not only broadens the content boundaries of tourism, but also brings new growth points to agriculture, promoting the diversified development of agriculture towards leisure sightseeing, educational experience, and other directions. For students, this immersive learning method not only enriches their extracurricular life, allowing them to intuitively experience the hardships and joys of agricultural production, understand the knowledge and technology of agricultural planting and generation, cultivate their interest in learning, but also lays a solid foundation for their future work in agriculture or becoming agricultural technology innovation talents. At the same time, students actively participate in rural construction, agricultural planting, and production activities, which effectively enhances the visibility and reputation of the agricultural products in Diaoli Village, creating favorable conditions for the market promotion and sales of agricultural products.

### **2.3. Promoting the linkage between the education industry and the tourism industry**

Immersive learning, as a new type of learning method, brings the classroom into nature and rural

areas, allowing students to learn science, history, culture and other knowledge through personal experience, achieving an organic combination of education and practice. This educational model not only enhances students' interest and effectiveness in learning, but also drives the rise of the tourism market and promotes the deep integration of the education industry and the tourism industry. The deep integration of the education industry and the tourism industry not only promotes resource sharing and complementary advantages between the two industries, but also gives rise to numerous new formats and models. On the one hand, the education industry enriches the content and depth of the tourism industry, allowing tourism to go beyond the simple sightseeing level and transform into an experiential journey that contains educational significance and cultural value [2]. On the other hand, the tourism industry provides a broader learning space and more vivid teaching scenarios for the education industry, making the education process more practical, close to life, and close to students.

## **2.4. Accelerating the integrated development of agriculture, culture, and tourism**

Favorable policy guidance and scientific planning can provide development directions for research institutions and tourism companies, effectively promoting the efficient integration and utilization of resources. This also helps to build a unique research and learning brand with the local charm of Diaoli Village, significantly enhancing its tourism attractiveness and popularity, and accelerating the deep integration and innovative transformation of agriculture, cultural tourism, and education [3]. By integrating creative design and marketing strategies, traditional agriculture is revitalized, the added value of agricultural products is significantly increased, and the industrial structure is optimized and adjusted. The vigorous development of the cultural and tourism industry can also promote the development of related service industries, create more employment opportunities and income sources for local residents in Diaoli Village, and provide a strong driving force for the diversified growth and long-term prosperity of the local economy. At the same time, excavating and utilizing local historical and cultural resources, natural scenery, and folk customs can also promote the coordinated development of multiple fields such as agriculture, tourism, and cultural industries, achieving a win-win situation for economic and social benefits [4]. In addition, the implementation of the rural revitalization strategy by the country, emphasizing ecological protection and cultural inheritance, can also promote the transformation and upgrading of rural industries to a certain extent, and accelerate the integrated development of agriculture, culture, and tourism.

## **3. Problems in development of Diaoli Village**

### **3.1. Activation of cultural resources**

Diaoli Village is rich in historical and cultural resources, such as Guo's celebrity culture, profound ancestral hall culture, and unique ancient well culture. These cultural carriers are not only witnesses to history, but also carry strong regional customs. In addition, Diaoli Village also has intangible cultural heritage such as cat headed lions and throwing colorful doors, further showcasing the unique charm of its folk culture. These cultural resources not only add unique cultural charm to Diaoli Village, but also lay a solid foundation for the prosperous development of the cultural and tourism industry. However, despite the abundance of cultural resources, Diaoli Village still faces challenges in cultural revitalization and promotion. On the one hand, due to the discontinuity in inheritance, the folk culture of Diaoli Village is facing a severe crisis of disappearance. On the other hand, some valuable cultural carriers, such as ancestral halls and ancient wells, have not been fully excavated and utilized, often remaining idle, making it difficult

for tourists to deeply experience the cultural stories behind them. At the same time, in terms of cultural integration and innovation, different cultural elements have not been combined together to transform and upgrade culture through creative and innovative ways, creating new cultural forms or products.

### **3.2. Optimization of agricultural resources**

Diaoli Village is located at a node of excellent rural tourism routes, with abundant natural resources and beautiful surroundings. It is an ideal place for developing ecological agriculture and sightseeing agriculture. At the same time, Diaoli Village also contains abundant agricultural resources, such as lychee, longan, yellow peel and other Lingnan fruits, as well as aquatic plants such as lotus, which provide a solid material foundation for the vigorous development of agricultural and cultural tourism industries. With the gradual advancement of village development planning, the government has planned to introduce more innovative elements, such as colorful tri colored rice, fun fruit corn exploration maze, fragrant passion fruit corridor, and romantic and beautiful embroidered ball flower sea corridor, in order to deeply optimize the tourism experience and enhance the attractiveness and charm of rural areas. Despite abundant agricultural resources, there are still some shortcomings in the development and utilization of agricultural resources in Diaoli Village. On the one hand, the integration of agricultural resources and tourism resources is insufficient, and there is a lack of effective tourism planning and marketing strategies, which leads to insufficient understanding and low interest of tourists in the agricultural resources of Diaoli Village. On the other hand, the advantages of distinctive brands are weak. Although the Lingnan fruits and aquatic plants in Diaoli Village are abundant, their branding is lagging behind, lacking highly recognizable designs, and their cultural connotations have not been fully explored, making it difficult to establish a profound brand memory; Traditional marketing methods have failed to fully utilize modern tools to expand market influence and increase the consumption power of young and remote consumers. In addition, insufficient integration of the industrial chain affects the enhancement of industrial added value and the amplification of brand effects, and there is a lack of unified quality standards and management systems, leading to unstable brand reputation.

### **3.3. Strengthening Education informatization**

Jiangpu Street, which belongs to Diaoli Village, has multiple kindergartens that can meet the needs of most families for preschool education. There are three middle schools and multiple primary schools in the street, forming a complete education system from kindergarten to high school. These schools have steadily improved their teaching quality and have strong faculty, providing high-quality basic education for eligible children. In addition, there are six universities within the street, covering fields such as medicine and health, urban construction and vocational technology, water conservancy and power engineering technology, engineering technology and applications, agriculture, commerce, and information technology. These universities are not only important sources of intelligence for local economic development, but also promote the transformation and application of scientific research results through school enterprise cooperation, industry university research integration, and other means, enhancing regional innovation capabilities and educational informatization levels. However, although Jiangpu Street has established a complete education system from kindergarten to higher education institutions, with excellent teaching quality and faculty, it has shown a significant lag in the construction of educational informatization. Due to insufficient infrastructure, lack of digital resources, and the need to improve teachers' information literacy, some schools have not deeply applied information technology in teaching, which has affected the further improvement of teaching efficiency and

quality. At the same time, the imperfect information management system seriously restricts the comprehensive promotion of educational informatization.

### **3.4. Further deepening of the study plan**

Diaoli Village has received strong support from the Conghua District Government and has demonstrated unique advantages in implementing the study and development plan. The government has also regarded educational research as an important lever to promote the integrated development of agriculture, culture, and tourism. Detailed development plans and implementation strategies have been formulated, hoping to cleverly connect famous scenic spots through immersive educational research projects, promote the deep integration of agriculture, culture, and tourism industries, effectively boost the market sales of local agricultural products, increase farmers' income, and accelerate the grand blueprint of rural revitalization. In implementing the rural revitalization strategy, the Conghua District Government has actively responded and formulated relevant development strategies, providing strong support for the integrated development of culture and tourism in Diaoli Village. However, due to the limitations of economic development, there is a serious outflow of young and middle-aged labor force in Diaoli Village, which to some extent restricts the development of rural areas and reflects the obvious lack of attractiveness of existing industries to the younger generation. For example, there is still a lack of high-quality educational research, tourism project brand construction, and the development and utilization of characteristic educational products and souvenirs.

## **4. Research on the path of deep fusion**

### **4.1. Deep integration of cultural resources and immersive learning**

The rich cultural resources of Diaoli Village provide unique conditions for immersive learning. Not only does this place have intangible cultural heritage such as Guo's celebrity culture, ancestral hall culture, ancient well culture, and cat head lions, but these resources provide a solid foundation for designing educational and interesting study courses. So, how can we promote the deep integration of these cultural resources with immersive learning? The main tasks are to achieve the following three points. Firstly, it needs to explore and integrate cultural resources. We need to deeply explore intangible cultural heritage such as Guo's celebrity culture, ancestral hall culture, ancient well culture, and cat head lions, and integrate these resources to design a series of educational and interesting study courses, and use modern technology to enhance the learning experience. Secondly, it can implement on-site visits and interactive experiences. Schools can organize students to visit cultural sites such as ancestral halls and ancient wells in person, and through role-playing, scenario simulations, and other methods, gain a deeper understanding of the historical and cultural background and experience the charm of traditional culture. At the same time, handicraft workshops will be established and intangible cultural heritage inheritors will be invited to teach on-site, allowing students to make handicrafts such as cat heads and lions by themselves, enhancing interactivity and participation. Thirdly, it can host cultural festivals and themed events. Based on the traditional festivals and folk activities of Diaoli Village, we organize a variety of cultural festivals and themed study projects, such as the "Temple Culture Festival" and the "Ancient Well Exploration Tour". Through various means such as lectures, exhibitions, and performances, we comprehensively showcase its profound cultural heritage and encourage students to explore and learn its essence.



## 4.2. Cross integration of agricultural experience and immersive learning

The agricultural resources of Diaoli Village provide a vast space for immersive learning. In the midst of green mountains and clear waters, students can not only engage in activities such as ecological observation, plant cognition, and farming experience, but also have close contact with nature and experience the unique charm of ecological agriculture. But how to promote the cross integration of agricultural experience and immersive learning? Specifically, the following three points can be achieved. Firstly, it needs to build an ecological education base. Based on the unique natural resources of Diaoli Village, an ecological education base has been established, which includes ecological monitoring stations, plant cognition gardens, and agricultural experience areas, providing students with opportunities to interact with nature and understand ecology. Under the guidance of professional teachers, students are able to systematically learn ecological knowledge and continuously enhance their awareness of ecological protection. Secondly, it needs to develop creative agricultural experience projects. Diaoli Village can combine innovative elements planned by the government, such as tri colored rice, fruit corn maze, passion fruit corridor, etc., to design creative agricultural experience projects. Through gamification and task-based methods, students can learn agricultural knowledge and experience the fun brought by agricultural culture by participating in activities such as farming, picking, and treasure hunting. Thirdly, it can carry out agricultural science popularization education activities. Diaoli Village should design and implement agricultural science popularization education activities such as crop growth observation, soil and fertilizer research, and agricultural ecosystem analysis, guiding students to deeply understand agricultural basic knowledge and ecosystem operation principles, stimulating students' curiosity about agricultural science, and establishing a sense of responsibility for protecting agricultural resources and the environment.

## 4.3. Innovative integration of educational resources and immersive learning

The combination of educational resources and immersive learning demonstrates an innovative educational model aimed at enhancing educational effectiveness and students' comprehensive literacy through diverse educational resources and immersive learning experiences. So, how to promote the innovative integration of educational resources and immersive learning? Specifically, the following three points can be achieved. Firstly, it needs to design and implement interdisciplinary courses. Conghua District needs to integrate educational resources from various universities, science and technology education resources, and community resources, and design comprehensive courses covering multiple fields such as scientific experiments, information technology, artistic creation, and social sciences. At the same time, with the help of modern technologies such as virtual reality (VR) and augmented reality (AR), a highly interactive and immersive virtual learning space is created to enable students to master knowledge and cultivate their interdisciplinary thinking and problem-solving abilities through immersive experiences [5]. Secondly, universities should promote practical activities and project-based learning. Schools should encourage students to participate in research projects based on real-life situations, such as environmental technology challenges, community service program design, etc. Through on-site inspections, data collection, team collaboration, and results presentation, students' innovative thinking, critical thinking, and teamwork abilities are cultivated. At the same time, establishing a school enterprise cooperation platform enables students to be exposed to cutting-edge industry trends and personally participate in practical projects. Thirdly, universities need to establish academic exchange and resource sharing platforms. Universities should establish an immersive online learning platform and invite domestic and foreign experts and scholars to give lectures, seminars, and other exchange activities. They can also establish an educational resource library,

integrate high-quality teaching materials, research results and practical cases, and provide convenient learning and research resources for teachers and students. Through resource sharing and integration, optimize the allocation and efficient utilization of educational resources.

#### **4.4. Collaborative development of policy support and immersive learning**

The government's policy support provides a solid foundation for the immersive study and integration of rural culture and tourism in Diaoli Village, promoting the exploration of a comprehensive development path that integrates culture, education, agriculture, tourism, and other industries. Based on this, the future development strategy of Diaoli Village can revolve around the following three aspects. Firstly, Diaoli Village should promote the optimization and upgrading of its industrial structure. With the deepening of immersive learning, the industrial structure of Diaoli Village is gradually shifting towards diversification and high-end. By integrating resources and building a research-based tourism industry chain, Diaoli Village will form a comprehensive development model that integrates culture, education, agriculture, and tourism, achieving a comprehensive optimization of the industrial structure. Secondly, Diaoli Village needs to deepen its publicity and promotion methods. Diaoli Village needs to make full use of new and traditional media to objectively and comprehensively showcase research resources and tourism characteristics. By planning and studying tourism themed festivals and events, inviting industry experts, scholars, and cultural celebrities to participate, we aim to enhance the visibility and attractiveness of Diaoli Village. At the same time, Diaoli Village can also establish cooperative relationships with educational institutions and tourism companies to jointly promote study tour routes and products, forming a multi-party linkage publicity effect. Thirdly, Diaoli Village should optimize its brand building. It requires a deep exploration of the historical and cultural heritage and research value of Diaoli Village, extracting distinctive local brand elements, designing a unified and professional brand logo, slogan, and visual system, and building a unique brand image. It also requires the development of research products and souvenirs with cultural connotations, to convey the cultural charm and brand value of Diaoli Village. At the same time, we focus on telling and spreading the brand story, showcasing the historical changes, cultural heritage, and learning characteristics of Diaoli Village, and enhancing tourists' sense of identity and experience with the brand.

#### **5. Conclusion**

In the exploration journey of the deep integration of immersive learning and rural cultural tourism, we have witnessed the infinite possibilities and profound impact brought by the fusion of the two. This integration not only enriches the content and experience of study tours, but also opens up new paths for the inheritance and development of rural culture. Through in-depth experience and interactive learning, learners are able to experience the charm of rural culture up close, and the countryside is thus revitalized with new vitality and energy. In the future, we should continue to deepen this integration model, strengthen the combination of theory and practice, and promote the coordinated development of technological innovation and cultural inheritance. At the same time, we should pay attention to policy guidance and social participation, and build a harmonious situation where multiple parties benefit and develop together. We believe that by working together, we can build a better rural future and cultivate new era talents with profound cultural heritage and a sense of responsibility for the times.

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