

Exploring the Integration Development Path of "Cultural Tourism Industry + Rural Revitalization"

-- Take Xiaogang Village as an Example

Jie Gao

Anhui University of Finance and Economics, Anhui 233030, China

Abstract

Incorporating cultural tourism is a crucial way to support rural rehabilitation while also boosting cultural confidence. With the rural economy's tourism development having lagged behind in recent years, Xiaogang Village, one of the leading villages and towns in the development of red tourism in the countryside, can decide to support the change to the rural revitalization mode by using the cultural tourism industry as a lever. The article thoroughly examines the issues Xiaogang Village's tourism development is facing and concludes that the village's tourism is suffering due to poor management skills, a reliance on antiquated propaganda techniques, a shortage of tourism professionals, and a lack of deep-level modern tourism expansion. Measures can be taken to enhance tourism operation capacity, boost marketing and promotion using contemporary information technology, increase the training and introduction of specialized tourism talents, and improve infrastructure in order to effectively connect the cultural tourism industry and rural revitalization in Xiaogang Village.

Keywords

Rural Revitalization; Cultural Tourism Industry; Cooperative.

1. Introduction

In the report of the 20th Party Congress, General Secretary Xi Jinping underlined that "We will move faster to build up China's strength in agriculture and steadily promote the revitalization of businesses, talent, culture, ecosystems, and organizations in the countryside." A good approach to encourage rural revitalization, develop the rural economy, and boost farmer income is to allow localities to develop their cultural and tourism industries in accordance with their own conditions. This is also a crucial step for the long-term, healthy development of the countryside. It is a crucial step towards attaining the long-term healthy growth of the rural economy to convert distinctive rural resources into a tourism sector with economic benefits. One of the potential directions for tourism development is cultural tourism, a comprehensive business chain that uses culture as its anchor to connect and spread the riches of rural areas.

As the first village to implement China's reform, Xiaogang village has a vibrant red culture. Using Xiaogang village as an example, this paper conducts in-depth research on the cultural resources of the village to advance the rural economic development model, examines how to integrate the development of the red culture of Xiaogang village and tourism, and offers countermeasures and recommendations to advance the development of the rural economy for the cultural tourism sector. It has good practical value for promoting rural tourism economy, achieving rural revitalization, and addressing the "three rural" problems. The development of rural tourism in the new period is not only an essential component of the national rural

revitalization strategy to promote the development of China's tourism industry, but also a crucial means of upgrading and developing industries in rural areas of China.

2. Rural Revitalization and the Cultural and Tourism Industry

For the villages in undeveloped areas, the rural revitalization strategy is of considerable relevance to the social and economic development of these areas. The primary advancement strategy of "Rural Revitalization" is the heart of social and economic growth. While the study of rural tourism has started to move away from focusing on the agriculture industry and toward a multi-industry and multi-functional perspective, the countryside itself should harness all available resources to inject energy for industrial development. It may be argued that China's tourism industry has reached a level of development comparable to that of industrialized nations, and it has developed into a significant pillar industry for contemporary services. The expansion of the rural tourism business has been aided by the advancement of external technology, from the creation of smart tourism to 5G and virtual reality. The homogenization of products is an unavoidable trend, and in order to stand out among the many rural tourism brands, a differentiated advantage must be used for the brand. This is due to the endogenous driving force that leads to an increase in the types of tourism products and categories. Tourists prefer rural tourism products with rich connotations because sightseeing tourism forms cannot satisfy their diverse wants. Therefore, it can be claimed that both internal and external forces can show that cultural components should be infused with energy to promote the growth of rural tourism[1].

According to MacCannell, the primary goal of travel is to seek truth, which is a way to better understand oneself and the environment[2]. Tourism is a good solution to the long-discussed problem of "knowing oneself, searching for oneself, and discovering oneself" for today's "atomized" people. Yet tourism really serves to detach the person from the experience of self-discovery. The core of a tourist's self-construction is their tourism experience and how they imagine and put that into practice. After constructing their identities, people connect with larger social groups, so it might be said that a tourist's experience of a particular culture during their travels is a search for their own identity. Tourism-related activities reflect the building and re-construction of national and collective identities, demonstrating the relationship between culture, tourism, and identity that extends beyond the individual level. The relationship between visitors and the national society will be strengthened as a result of tourists visiting national landmarks, which will also strengthen their sense of identification and belonging to the nation. As an illustration, consider China's red tourism. By visiting and taking part, tourists can learn about the Chinese revolution, develop empathy for the suffering of the martyrs of the revolution, and discover the treasures of modern prosperity, which endows the nation with a strong sense of patriotism and encourages visitors to feel a sense of personal and societal belonging. It is evident that culture gives tourism a stronger draw and gives identity labeling value to tourism[3]. Additionally, the growth of the culture and tourism sectors is beneficial to efforts to revitalize rural areas. Li Hua examined the effectiveness of tourism's role in reducing rural poverty in China from 2010 to 2015, and her analysis revealed that, on the whole, the expansion of these sectors encourages the reduction of poverty[4]. So it is safe to say that the growth of the rural economy is positively impacted by the integration of culture and tourism in the process of meeting market and industrial development needs.

3. Xiaogang Village Tourism Development Status

The town of Xiaoxihe, Fengyang County, Chuzhou City, Anhui Province, is home to Xiaogang hamlet, which is also recognized as the cradle of China's rural reform. The villagers of Xiaogang finally had no need to worry about the next meal thanks to the reforms they spearheaded and

the "household contract responsibility system" they helped build this year, but it took them twenty-eight years to turn Xiaogang Ren into a multinational "affluent Kan" and bring about universal prosperity. For fundamental reasons, Xiaogang village's "first" attempt to become "first rich" failed, and now not only that village but also the country's rural development and reform are dealing with similar issues. In recent years, Xiaogang Village has started to build "branch + cooperative", "company + cooperative", "land + cooperative," etc. in an effort to find a development route integrating tourism development and rural rejuvenation. In recent years, Xiaogang Village has started to develop "branch + cooperative", "company + cooperative", "land + cooperative," and so forth, exploring the development mode of rural tourism cooperatives; utilizing the rich cultural resources of Xiaogang Village; fusing culture with tourism; and developing a new mode of rural tourism. This is a new development strategy meant to draw clients, promote local economic growth, and boost local citizens' income.

3.1. Cultural Connotation Boosts Tourism's Resurgence

The spirit of Xiaogang is a priceless resource that has been engrained in Xiaogang Village, but it is not something that is gained over night; rather, it grows via the theory and application of the double test, continual accumulation, precipitation, and innovation and formation. It has a profound meaning and clear features that can be summed up as follows: the spirit of Dabaogan, which represents the first reform, the spirit of ShenHao, whose represents the second reform, and the spirit of Xiaogang of the new period, which represents the holistic deepening of the reform. Each spirit has value and merits our careful investigation. The Ministry of Culture and Tourism's figures indicate that more than 100 million red tourists visited China in 2021, accounting for more than 11% of the country's total domestic tourism market.

The expert team meticulously designed and adapted to actively develop the red tourism attractions in Xiaogang Village with the help of the local government and its own red background. The promotion and study of the "DabaoGan" and "ShenHao Spirit" are the primary themes of the red tourism in Xiaogang Village. Through the use of the "Dabaogan" business model, Xiaogang Village has established the "Dabaogan" spirit of "self-reliance, pioneering, truth-seeking, and pragmatic" during the period of rural reform and opening-up and has come to embody China's reform and opening-up in general. The period of rural reform and opening up is when the spirit of "Dabaogan" was established. Shen Hao created the "ShenHao Spirit," which is associated with "diligence and dedication, hard work, love for the people and for the people, selfless dedication, and determination to reform," during his tenure as the secretary of Xiaogang Village. This contributed to the village's rapid economic development and the improvement of the villagers' standard of living. A favorable atmosphere has been created for the growth of red tourism in Xiaogang Village as a result of the distinct and singular red cultural connotation and the distinctive and lovely natural environment of the village.

The Dabaogan Memorial Hall, Comrade Shen Hao Advanced Deeds Exhibition Hall, and Xiaogang Visitor Center were erected in Xiaogang Village, which also constructed the Xiaogang Tourism Boulevard that connects the 101 Provincial Highway and the 307 Provincial Highway, using the red tourism sites as its center. In order to establish cultural IPs with distinctive Xiaogang features, a professional team was also introduced to develop large-scale cultural and tourism programs with local customs, such as "A Dream of Zhongdu" and "Symphony of Huaihe River". The National Development and Reform Commission's Department of Social Development and the Ministry of Culture and Tourism's Department of Resource Development collaborated to select the Xiaogang Village as a representative example of red to green migration in 2020. This was done after receiving recommendations from the departments of culture and tourism in the provinces, autonomous regions, municipalities, and the Xinjiang Production and Construction Corps, local review, and expert selection. With a stunning setting

and a vibrant cultural life, Xiaogang Village aspires to become a well-known red tourism destination.

3.2. Tourism-driven Economic Growth

Tourism has emerged as one of the key pillars of Xiaogang Village's economic development after years of growth and construction. Due to its position as the first reform village, Xiaogang Village continues to grow the rural tourism sector and has accomplished remarkable feats, earning the titles of 4A level tourist attractions, National Red Tourism Classic Scenic Spot, Anhui Agritainment Tourism Demonstration Spot, and Anhui Patriotism Educational Spot. Anhui Famous Historical and Cultural Village, Base, Anhui Rural Tourism Demonstration Village, and other honors. And on the basis of this, it intends the integrated development of one, two, and three businesses, including the creation of a high-quality farmland on 4,300 acres, a 5 square kilometer industrial park, and the Xiaogang National Agricultural Science and Technology Park. The objective is to transform Xiaogang Village into a picturesque complex that incorporates innovation, creativity, production, life, and ecology in accordance with the rural revitalization strategy, and to establish it as a prototype for "rural revitalization" in China. Xiaogang Village is actively developing a "Street of Workshops" in order to further accelerate the growth of tourism there, enhance the standard of tourism services, and broaden the tourism program. The "Workshop Street" is situated in the eastern part of Youyi Avenue, in the center of Xiaogang Village's tourist district. In addition to producing exceptional foods, cultural and creative goods, handicrafts for tourists, and environmentally friendly agricultural products that satisfy market demands, Xiaogang Village also develops and enhances the store decorations and surrounding environment in a coordinated manner. Xiaogang Village offers two-year rent-free preferential privileges to its merchants. The "Street of Workshops" has been positively impacted by this regulation and has established a variety of specialist craft workshops, including ones for phoenix painting, wood craft, antique wine, and more. Tourists love the "Street of Workshops" because it has developed into a colorful, distinctive feature of Xiaogang Village.

The growth of local industries including grape farming, effective ecological agricultural parks, and "Nongjiale," a symbol of catering and other services, has been fueled by the tourism industry in Xiaogang Village. Since 2006, Pan Pan Food Industrial Park, GLG Deep Processing of Agricultural Products, and High-Tech Industrial Park, among other businesses, have signed and settled in Xiaogang Village due to the depth of the development of the local tourism industry. Among these, Pan Pan Food Industrial Park has given Xiaogang Village more than 3,000 jobs.

According to statistics, Xiaogang Village receives more than 800,000 tourists every year, with a direct income of more than 2 million yuan from tourism and a total income of more than 50 million yuan from tourism, and the development of the tourism industry has taken shape. In 2003, the average per capita income of villagers in Xiaogang Village was 2,300 yuan, and led by the tourism industry, other related industries have also developed in full swing, improving the living standard of the residents. The number of tourists in Xiaogang Village exceeded 1.15 million in 2019, with a direct income of more than 2 million yuan from tourism. 1.15 million trips, and the direct income from tourism reached 260 million yuan. In the past five years, the collective income of Xiaogang Village reached 11.6 million yuan, an increase of 70.6%. The per capita disposable income of villagers reached 27,600 yuan, an increase of 71%.

4. Xiaogang Village Culture and Tourism Industry Development Dilemma

4.1. Village Cultural Tourism Industry Positioning is Not Allowed

In order to "participate" in culture, the supply side of the products, forms and elements of innovation, coordination and integration, and in the market players, business models and organizational forms of the joint role of the formation of the atmosphere of the interaction of

forms, tourists must first be provided with a cultural atmosphere. In order to inherit cultural resources, villages should not only improve public cultural products and services, but also improve product design, market planning, network marketing, and information sharing to develop a village cultural industry system over time and subsequently a village cultural tourism industry[5].

At present, Xiaogang Village cultural tourism industry overall strength is weak, in the construction of the lack of scientific and detailed planning, the choice of construction goals and industrial development is ambiguous, mainly in the tourism management ability and risk-resistant ability is insufficient. Xiaogang Village development and operation of tourism products are mostly seasonal flower viewing, agricultural products picking and sales, farmhouse catering accommodation, etc., the lack of high-grade and distinctive features of the comprehensive tourism products resulting in less innovative points, as much as the zucchini, resulting in insufficient fun. "Grape picking garden" and "mushroom greenhouse" compared to other agro-industrial projects without novel features and rural cultural elements. The biggest drawback of visiting the "Shen Hao showroom" is that there isn't enough interaction to pique tourists' interest. Additionally, the local government assumes control, omitting the market's part in the process. This lack of planning and competent market research results in a poor brand influence, insufficient cultural connotations, and a lack of market appeal.

The "Dabao Gan Memorial Museum" is the most representative attraction in Xiaogang Village, but because of the resource characteristics and development direction's lack of understanding, there is a more serious homogenization and isomerization phenomenon. Because of this, it is challenging to satisfy visitors' eagerness to watch and learn the history and their lack of experience. It is inexperienced and inactive. Tourism does not have a significant economic impact, and visitors are not sufficiently enticed to stay in the picturesque area by Xiaogang Village's tourism offerings[6]. As a result, red tourism has a negligible pulling effect on allied industries, and there is no conducive atmosphere for the growth of a number of industries, including hospitality, retail, and entertainment. In the policy management link also due to the lack of experience has not formed a strict rules and regulations, for the farmhouse and other products have not been strictly stipulated, so that although the number of farmhouse in Xiaogang Village is relatively large, but the quality is generally not high, the hygiene of the farmhouse and the quality of service is still relatively low, the lack of professional service personnel, the menu is generally some home-cooked food, there is no big difference in grade, so that to meet the high-end consumer groups, not to provide better service for different consumer groups, and to provide better service for different consumer groups. Better services cannot be offered to various consumer groups. There are no centralized lodging facilities, and Nongjiale is geographically dispersed. Overcrowding, issues with dining and restrooms during peak travel times all substantially diminish the experience of visitors. The results of the study show that the attitudes of visitors toward the service employees and the level of infrastructure development are key elements in deciding whether or not visitors are satisfied.

5. Enhance the Level of Cultural Tourism in Xiaogang Village Countermeasures and Recommendations

5.1. Enhance the Management Ability of Culture and Tourism

Since the current process of cultural and tourism integration has problems with model homogenization and is not conducive to long-term tourism economic development, we should encourage the locals of Xiaogang Village to use their own distinctive connotational characteristics in product design and innovation, as well as the benefits of cultural and tourism integration. To further promote the innovation of local tourism products and the development

of durability, market development, product marketing departments, and product design should be incorporated into the process of rural tourism[7].

The Dabaoqian spirit of pioneering reform, the Shen Hao spirit of the second reform, and the Xiaogang spirit of the new epoch of deepening reform can be used to summarize the rich and distinctive red culture of Xiaogang Village. By using the red spirit as the theme, we can encourage the diversified integration of red tourism, develop more interactive and immersive programs, and enhance the allure of red tourism by bringing the special charm of Xiaogang to life. We can also turn the history, culture, and zeitgeist of Xiaogang Village into economic benefits. It is essential to implement reforms and innovations, carry forward the distinctive red resources of Xiaogang Village, make it manifest the connotation in accordance with the spirit of the times, and truly improve, expand, and strengthen red tourism. It is essential to implement reforms and innovations, carry forward the distinctive red resources of Xiaogang Village, make it manifest the connotation in accordance with the spirit of the times, and truly improve, expand, and strengthen red tourism.

Integrate linked sectors and additional tourism resources simultaneously to achieve holistic development. To accelerate the development of Xiaogang reform town, create Xiaogang 5A tourist attractions, characteristics of the lodging and agricultural town projects, promote the integration of red tourism resources and leisure and sightseeing agriculture, and effectively plan rural tourism festivals and folk activities, forming the "activities every month, every season has a characteris" To encourage the long-term growth of red tourism, it has established a "monthly activities, quarterly features" PR hotspot. In order to address the issue of the asymmetric information supply and demand of tourist cooperative training, it is also necessary to conduct a training demand survey in accordance with the need to build training programs. It can be said that China's vast rural areas have very clear advantages for the development of the cultural and tourism industry, but their development model needs to be innovative. Xiaogang Village should take advantage of the chance to offer tourists new tourism services and create a unique red tourism, as this will not only allow the cultural and tourism industry to be renewed but will also play a role in promoting the revitalization of the countryside.

5.2. Use of Modern Information Technology to Increase Marketing and Promotion Efforts

New media can be effectively used in the cultural and creative industries, encouraging those sectors to offer a diverse development trend. As new media develops and becomes more widely used, media distributed through networks exhibits a new development mode. In order to achieve the digital development of cultural and creative industries, it is necessary for us to integrate new media technology into cultural creativity, develop and promote local cultural and creative brands, use virtual reality simulation and other technical means for cultural performances, as well as the Internet, animation, digital film and television, and cultural creativity combined[8]. Tourist destinations all over the world cannot just rely on "waiting for customers to come to the door." We must actively take part in and do well in the promotion of rural tourism products, with network publicity emerging as the primary model and offline publicity acting as a supplementary one. Marketing is essential for enhancing Xiaogang Village red tourism's influence and appeal, and the use of contemporary media technologies can strengthen the impact of publicity and help travelers better understand regional cultures and traditions.

5.3. Increase the Cultivation and Introduction of Specialized Tourism Personnel

Industry is the key to rural revitalization, and talent is the essential "power pack" for the growth of rural culture and the tourism sector. The cultural and tourist sector may effectively raise the

general population's sense of fulfillment, sense of acquisition, and sense of well-being since it is diverse, resilient, vibrant, and carries the people's expectations for a better life. The development of the culture and tourism industries is inextricably linked to the creation of high-caliber skills, regardless of whether a vertical development plan is followed or a horizontal cross-border pattern is created[9]. Finally, to fulfill the demand for tourist informatization and technologization as soon as possible, speed up the training of highly qualified professionals who are urgently needed and who combine network technology and tourism knowledge. Create a qualified, well-organized team of specialists, including individuals for service, information technology, and tourism management. To encourage more young people to relocate back to their hometowns and to supply talent for the growth of rural tourism, the government should fully discharge its obligations and functions. Create a highly skilled talent team, maximize the economic impact of rural tourism, and radically raise the bar for rural tourist services' quality.

5.4. Improve the Service Level of Red Tourism with Perfect Basic System and Facilities.

First of all, improve the feedback mechanism of market demand and villagers' demand. The competitiveness of the rural cultural tourism market from the grasp of the market demand, the current tourists on the rural cultural aspirations and experience between the deviation, therefore, to enhance the quality of rural cultural tourism development should be based on the characteristics of rural cultural tourism, to create a unique cultural connotations and tourists enjoyable rural cultural tourism products and services, to create a nostalgia can be aroused, to stay in the memory of the cultural bearer of space![10].

Secondly, focusing on the strategic goal of rural revitalization, improve the public service of Xiaogang Village red scenic spot. Increase the construction of rural tourism infrastructure, improve the quality of service as an important goal, and promote the all-round development of rural tourism. Firstly, public infrastructure such as transportation conditions and sanitary environment is a prerequisite for the development and survival of the tourism industry, so as to improve the roads, sanitary environment, water supply and power supply safety and other auxiliary facilities for tourism attractions, so as to provide comfortable services for tourists. Secondly, according to the current market demand, further improve the service system of catering, shopping, entertainment and other services, improve the quality of service, and improve the scenic environment and visitor centers.

Finally, relying on rural red tourism, develop large fast-food restaurants with local flavors, large parking lots and star hotels of a certain scale as a way to increase passenger capacity. The competitiveness of scenic spots can be improved by improving infrastructure construction.

6. Summary

When culture and tourism are developed together, new ideas for rural development can be offered. Culture can be made the core of the product, its connotation and form can be innovated, and the tourism product can gain new value and take on greater responsibility with the aid of new technology. In addition to helping the rural economy develop sustainably, the merger of culture and tourism advances the strategy for rural revitalization's objective of fostering cultural prosperity.

Acknowledgments

Anhui University of Finance and Economics graduate research innovation project "Research on social group behavior patterns and counseling strategies in major emergencies". (ACYC2022154).

References

- [1] SUN Chaoyun,ZHOU Linjin,LI Weida,LIU Wei,CHENG Fenglin,AN Da. Research on synergistic development of rural tourism and cultural industry in the context of rural revitalization[J]. Modernized Agriculture,2022(03):32-35.
- [2] The Tourist:A New Theory of Leisure Class [M]. Translated by Zhang Xiaoping et al. Guangxi Normal University Press 2008. Pages 101-122.
- [3] Zhang, Chaozhi. How to integrate culture and tourism:based on the perspective of identity[J]. Nanjing Social Science,2018(12):162-166.
- [4] Li Ye. Research on poverty alleviation efficiency of rural tourism in China [J]. Rural Economy, 2017 (05):72-78.
- [5] Qiu Chi Cheng. The value dimension of the concept of cultural and tourism integration and the practice of rural cultural revitalization [J]. Social Scientist,2021(09):51-55.
- [6] Shi Yun,Liu Chang,Zhang Shuwei. Research on high-level talent cultivation of tourism industry under the perspective of rural revitalization[J]. Baoding College Journal,2022,35(05):90-96.
- [7] Li Wenting,Chen Liqin. Reflections on the development of rural culture and tourism industry in the context of rural revitalization strategy[J]. Agricultural Economy,2022(06):15-17.
- [8] GUO Hongbao,ZHANG Jie. Discussion on the integration development path of "cultural and creative industries+rural revitalization"[J]. Journal of Shanxi University of Finance and Economics,2022, 44(S1):45-47.
- [9] Shi Yun, Liu Chang, Zhang Shuwei. Research on high-level talent cultivation of tourism industry under the perspective of rural revitalization[J]. Journal of Baoding College,2022,35(05):90-96.
- [10] Desforges L. Traveling the world: Identity and travel biography[J]. Annals of tourism research, 2000, 27(4): 926-945.
- [11] Yang E,Fan Zhou. The mechanism and implementation path of cultural and tourism integration to promote rural cultural revitalization[J]. Publishing Wide Angle,2021(19):37-40.