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# Rural tourism development path under the perspective of industrial integration—Case study of Tangwan township, Guixi City

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**Abstract:** With the improvement of people's economic income and the upgrading of tourism consumption demand, rural tourism is becoming more and more popular. Although the rural tourism industry is emerging all over the world, how to realize the high-quality development of the rural tourism industry is still a complex systemic issue. The integrated development of the industry is an important way to realize the high-quality development of the industry; therefore, this study tries to discuss the path of the integrated development of the rural tourism industry by analyzing the micro-case study. For the case study, the authors chose Tangwan Town, a rural tourism town in Guixi City, Jiangxi Province, China. We collected relevant qualitative and quantitative data through questionnaires, field research, and interviews, based on which we analyzed the SWOT and the obstacles to industrial development at the case site and gave suggestions on the path of integration development at two levels. Through the empirical study of the case study, we summarize the four priorities in the integrated development of the rural tourism industry, which are capital, operation, resources, and talents. This study further provides management implications for tourism management, visitor experience, and the further development of the rural tourism industry.

**Keywords:** rural tourism; industrial integration; tourism development path; Tangwan township; tourism management

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## 1. Introduction

With the rapid development of urbanization, the pressure people face is increasing day by day, and tourism is becoming more and more indispensable. In order to escape from the hustle and bustle of the city, more and more people are keen to go to the countryside to relax or leisure during their vacation, and the strong market demand makes rural tourism flourish. Rural tourism originated in Europe and began to develop on a large scale in the 1880s. In many economically developed regions of the world, rural tourism has embarked on the path of large-scale and standardized development, but in many economically underdeveloped or even backward regions, rural tourism is still in the primary stage and is urgently in need of more experience and support. In many economically developed regions of the world, rural tourism has embarked on the development of scale and standardization, but in many economically underdeveloped or even backward regions, rural tourism is still in the primary stage, and there is an urgent need for scientific theories to guide it. In the past two decades, because of the implementation of national strategies such as poverty alleviation and rural revitalization, China's rural tourism has developed rapidly. The road of development is not smooth; China's rural tourism market's rapid development has also brought a lot of problems, highlighted by the homogenization of rural tourism

products, urbanization of the landscape, service quality that is not high, and so on. The rural tourism industry urgently needs to be transformed from high-speed growth to high-quality development.

High-quality development in tourism is accompanied by industrial integration, which, as an important strategy to promote industrial innovation and high-quality development, has now become an important way to promote the structural upgrading and adjustment of the tourism industry. In recent years, China has repeatedly proposed at the policy level that “the rural tourism industry should be integrated with the primary, secondary, and tertiary industries” so as to realize the development goals of expanding the development space of the tourism industry, innovating tourism products and services, and enhancing the competitiveness of the tourism industry through integration with other industries. However, China’s rural tourism industry is basically promoted by the government, and there is insufficient understanding of the internal mechanisms of the integration and development of the rural tourism industry, and there is blindness in practice, so there is an urgent need for a systematic scientific theory to guide the integration and upgrading of the rural tourism industry.

Existing research on rural tourism mainly focuses on the connotation, impact, and products of rural tourism, and scholars have done less research on the development path of rural tourism. Meanwhile, existing research on tourism industry integration has gradually deepened from the initial analysis of the phenomenon of integration of tourism, agriculture, sports, and other industries to the exploration of the definition or connotation of tourism integration, as well as the motives, paths, mechanisms, modes, and evaluation of tourism integration. However, there is less literature exploring the high-quality development of rural tourism from the perspective of tourism industry integration.

China’s rural tourism industry has entered a golden period of development and is also in a period of prominent contradictions. To promote the high-quality development of the rural tourism industry, the integrated development of the industry is one of the most important ways. How do we analyze the current situation and problems of industrial integration in rural tourism areas? What are the options for the path of integrated development of the rural tourism industry? What are the priorities for promoting the integrated development of the rural tourism industry? This paper intends to explore these issues through the empirical study of cases, which is of great theoretical and practical significance in guiding the high-quality development of rural tourism in China.

This paper is organized as follows: In section 2, we discuss the relevant literature and highlight our contributions in this regard. In section 3, we describe the study area and methodology of this paper and present a SWOT analysis of rural tourism at the case site. In section 4, we mainly use the questionnaire data to obtain five problems to be solved and propose two levels of solutions and concrete countermeasures. In section 5, we discuss and present our views on the direction of key work on integrated rural tourism development. In the final section 6, we summarize the full paper and reflect on the limitations of our study.

## **2. Literature review**

### **2.1. Rural tourism**

Rural tourism originated in Europe in the 19th century and has continued to grow. Many scholars have explored issues related to rural tourism from different perspectives, and existing research on rural tourism has focused on the definition, products, and impacts of rural tourism. Rural tourism is a multidimensional part of tourism, but there are some ambiguities in the definition of rural tourism, which often changes with the country, context of the time, and subject area, among other factors. Lane [1] defines rural tourism as a discrete activity with distinct characteristics. Chi [2] defines it as a comprehensive tourism product with multiple forms based on rural idylls, agricultural activities, farmers' experiences, and folk culture. Zhu [3] defines rural tourism as a complex system of multifaceted development objectives. Dai [4] defines it as a form of economic development, a form of small-scale tourism with the primary purpose of economic development. In conclusion, with the development of the times and the improvement of people's living standards, rural tourism is becoming more and more an important consumer product in people's cultural life and a new driving force for local or regional economic growth. Academic research on the subject of rural tourism products has gradually deepened, from a single tourism product to the development and integration of multiple products. These emerging tourism products often involve multiple industries, and their forms are characterized by diversity. For example, Tănase et al. [5] found that in Romania, grapes are an important basis for the local tourism product. Grape growing in agriculture, winemaking in industry, grape harvesting, and related cultural activities in the service industry are all integral parts of the local rural tourism industry [5]. Latorr et al. [6] studied mycotourism, a new type of tourism product, and found that wine tourism, religious tourism, and spa tourism were the tourism products most closely associated with my co-tourism, and that visits to truffle festivals, mycological parks, and hiring mycological guide were important manifestations of this product. Ritpanitchajchaval et al. [7] studied mountain trekking tourism as an experiential tourism product. The study found that the greatest marketing competitive advantage of such tourism activities lies in their ability to give tourists a greater sense of well-being, which is manifested in two main areas: improving health and experiencing unknown moments (adventure) [7].

The development of a large number of tourism products is bound to bring about a series of related impacts, which mainly occur in the areas where the tourism products are developed, and the focus can be divided into three aspects: ecological, economic, and socio-cultural. On the ecological front, the destruction of vegetation, shrinkage of biological habitats, and pollution from tourism waste are some of the most serious problems. Aziz et al. [8] found that most of the environmental problems in tourist destinations are due to the ignorant behavior of tourists and discussed how coastal tourism can be protected through the development of environmentally responsible behavior by tourists. The economic impacts of tourism include an increase in the income of local residents, diversification of industries, and foreign exchange balance. In his empirical study in Mauritius, Durbarry [9] found that rural tourism changed the local export structure from a traditional exporter of agricultural products to an exporter of non-traditional goods (textiles) and services (tourism), which significantly

increased local foreign exchange earnings. The socio-cultural impacts of tourism development are mainly reflected in the demonstration effects of tourism, policing and health challenges, and the over-commodification of culture. Teo [10] found both positive and negative social and cultural impacts of tourism in Singapore, the latter consisting mainly of the demonstration effect of tourism, changes in vernacular landscapes, and the commercialization of religious activities. It is not difficult to find that most of the studies focus on the impact of a certain one-sided impact on the place of tourism product development, and there are fewer, but not no, studies that address the multifaceted synthesis of the impact of tourism development. For example, Hassan et al. [11] analyzed the ecological, economic, and socio-cultural dimensions of the impacts of rural tourism on the Hassa region of Saudi Arabia, and also assessed the satisfaction of local residents with these impacts.

Despite the variety of studies related to rural tourism, how to effectively promote the development of rural tourism is both the starting and ending point of many studies. For example, Liu et al.'s study considered the government and the community as a community of interest and an integral part of the tourism product [12]. They conducted large-scale interviews and questionnaire surveys in China and came to the conclusion that the government plays a leading role in rural tourism development [12]. Du et al. [13] investigated the spatial mechanism of rural tourism development in China using geostatistical analysis and a random forest approach. They point out that the formation of rural tourism depends on the intrinsic characteristics of rural areas and favorable conditions for the development of tourism, and that the main factors affecting the development of rural tourism are cultural resources, tourism resources, and rural accessibility [13]. Wang et al. [14] explored the phenomenon of conflict in the development of rural tourism through a case study. They believe that this phenomenon mainly consists of three main conflicting parties and eight conflict issues and that if we want to effectively promote the development of the rural tourism industry, it is necessary to deal with the interests of the three conflicting parties and resolve these conflict issues [14]. The development of rural tourism includes economic, cultural, and environmental aspects, and economic development is the most important part, so the study of the rural tourism industry has both important theoretical significance and practical significance.

## **2.2. Rural tourism industry integration**

The high-quality development of an industry is inseparable from the integration of industries, and this is especially true for tourism as a tertiary industry. With the development of tourism integration practice, the existing research on tourism industry integration has gradually deepened from the initial analysis of the phenomenon of integration of tourism, agriculture, recreation, and other industries to the exploration of theories such as the connotation of the definition of tourism integration, as well as practical aspects such as motives, paths, models and evaluation of tourism integration.

First of all, in the study of the rural tourism industry, exploring how to realize the integrated development of tourism and other industries is one of the important aspects. For example, Mitchell and Shannon [15] studied the rural tourism industry through the perspective of evolutionary (evolutionary) economic geographers and found that the spatial distribution characteristics of rural tourism resources are one of the important

factors affecting the integrated development of the tourism industry. However, Krogmann et al. [16] believe that tourism products are the core elements of the tourism industry, and as long as the products can be diversified, the tourism industry in the countryside can realize integrated development. Through a case study of the city of Nitra in Slovakia, they argued that local culture is the biggest driver of local tourism and that the development of cultural tourism products can well contribute to the integrated development of the local tourism industry [16].

Secondly, for the question of which industries the tourism industry can be integrated with, many researchers have given multiple answers from different aspects, which is also known as research on the path of integrated development of the tourism industry. For example, in the area of integrated development of agriculture and tourism. Pulina et al. [17] consider agritourism as a set of activities in which people combine tourism with agricultural production, services, and agricultural experiences that are beneficial to farmable yields and farm incomes. Wang et al. [18] found that the integrated development of both agriculture and rural tourism relies heavily on natural resources, especially agricultural resources, which may also contribute to the sustainability of agriculture. Using the Yangtze River Basin and the Yellow River Basin in China as case studies, the article examines not only the economic but also the ecological effects of agritourism integration, providing insights into the development of regional policies for integrating agriculture and tourism [18]. Santeramo et al. [19] analyze the synergistic relationship between domestic tourism and the wine industry in Italy and give their answer to the question of how to use the advantages of grapevine agriculture to promote the integration of the local tourism industry and give some policy recommendations for its development. In studies on the integration of industry and tourism development. Lin [20] explored tourists' demand for industrial tourism through an empirical study of Taiwan and concluded that the integrated development of industry and tourism is an important form of industrial transformation. At the same time, based on the IOA-NRM method, he also explored the sustainable development strategy of local industrial tourism and gave the corresponding countermeasures [20]. Byström [21] explores the question of whether there is a contradiction between the extractive resources sector and tourism, based on visitor data from local mining companies and interviews with respondents in three mining communities in northern Sweden. At the same time, relying on local mining tourism, a new regional tourism product, he studied the intrinsic connection between the industrial and tourism industries and the mechanism of mutual promotion [21].

The above examples of industry and agriculture are all about the integration and development between large industrial scales, while in tourism, as a kind of tertiary industry, the integration between various subsectors within the industry is also an important way to promote the high-quality development of the tourism industry. The cross-fertilization of various service industries under the tertiary industry has become the trend of the times, such as “beauty service + tourism”, “sports + tourism”, “health care + tourism”, etc. Specific cases are as follows: Kim [22] discusses some of the views on the beauty-tourism-agriculture fusion industry. Her article surveys the perceptions of people in the Jeju Special Autonomous Region on the beauty-tourism-agriculture fusion industry, and based on this, she summarizes the problems of the fusion of the industry in the region and gives relevant recommendations [22]. Sports

tourism is considered part of the tourism industry created through the integration of sports and tourism. Taleghani et al. [23] collected and analyzed 112 questionnaires using KMO and confirmatory analysis with the aim of providing a management model for the development of sport-tourism integration and identifying disturbances in the sector. Similarly, industry integration plays an important role in the medical tourism services sector. Taking Bumrungrad International Hospital (BIH) in Thailand as an example, Wernz [24] used semi-structured interviews and archival data to analyze the BIH business model in depth, summarize the factors that drive the integration of tourism and healthcare and complete a successful empirical study.

In addition, with the continuous development of the times, the development of a variety of emerging cultures also makes the tourism industry produce many new forms. These innovative tourism products driven by unique cultural groups have gradually become a new economic growth point for the tourism industry, and have also promoted research in the area of innovative development of cultural and tourism industry integration. Examples include space tourism, heritage tourism, dark tourism, etc. Kim et al. [25] examined the perceived risks of space tourism in terms of both age and gender. Boyd [26] conducted a study of cultural and heritage tourism in Canada utilizing questionnaire distribution and interviews, specifically discussing the three areas of opportunities, principles, and challenges. Fabros et al. [27] explored the dark tourism indicators and tourist motivations and used them as the basis for creating a dark tourism spectrum for the Philippines.

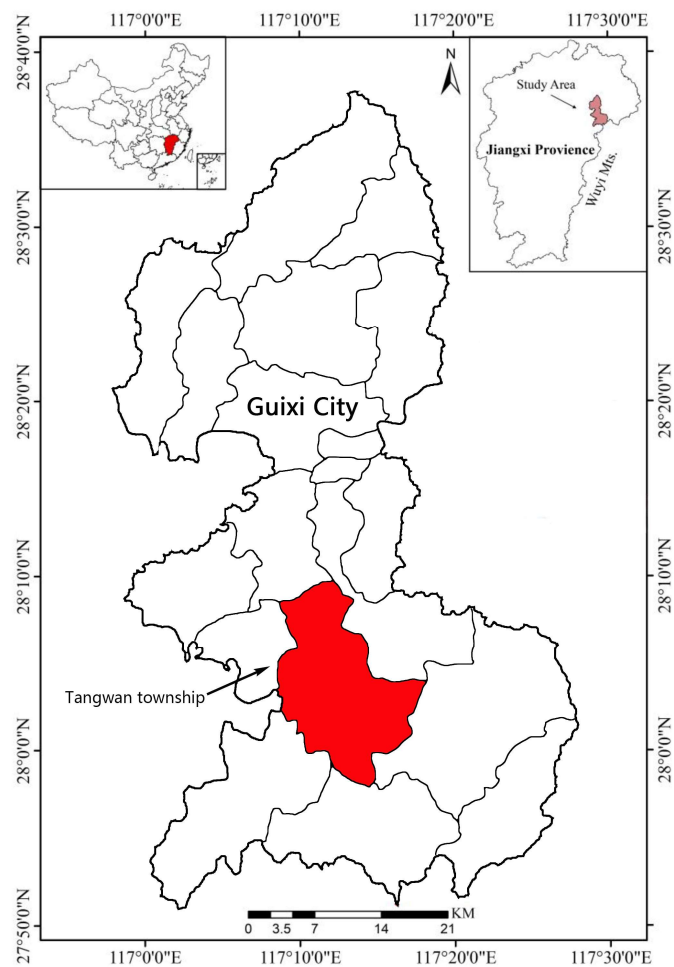
In summary, research on rural tourism and how to realize the high-quality development of the rural tourism industry has been abundant, but there is less literature exploring the high-quality development of rural tourism from the perspective of multi-industry integration. This paper starts and ends with promoting the high-quality development of the rural tourism industry, seeks to explore the multi-industry integration path of rural tourism with micro-scale case studies, and at the same time summarizes and refines four key work directions in the integrated development of the rural tourism industry. It is hoped that our study will inspire the development and decision-makers of the rural tourism industry in the formulation of relevant working strategies and provide broader ideas for the creation of innovative products in rural tourism.

### **3. Materials and methods**

#### **3.1. Study area**

Guixi City is located between longitude 117°24'–117°25' and latitude 28°29'–28°17' N. It belongs to the administrative jurisdiction of Yingtan City, Jiangxi Province, and Tangwan Town (TWT) is located in the southern section of Guixi City (**Figure 1**). The administrative area of TWT totals more than 180 km<sup>2</sup>, with a population of more than 34,000 and 16 village (neighborhood) committees. Because of its long and splendid history and culture and prosperous trade economy, TWT has been awarded as the “National Key Town”, “National Beautiful and Livable Town”, “Provincial Famous Historical and Cultural Town”, “Top Ten Leisure and Tourism Towns in Jiangxi Province”, etc. At the same time, because it has a good location advantage and profound history and culture, and relies on the local characteristics of

rural tourism resources to vigorously develop the rural tourism industry, has become the center of economic and cultural rural tourism in the south of Guixi City. As of March 2022, there are 36 bed and breakfasts, 42 sightseeing and picking agricultural gardens, and 11 wineries above the scale level in TWT. Relying on economic activities such as fruit and vegetable picking, wholesale sales of agricultural products, and consumer services for travelers' lives, the annual per capita income of rural residents in TWT has significantly increased to a level of 15,000 yuan or more, and the number of tourists received in 2021 has exceeded 180,000 people. TWT represents the development of rural tourism in Jiangxi Province, China.



**Figure 1.** Location of Tangwan township in China.

## 3.2. Methods

### 3.2.1. SWOT analysis

SWOT analysis method, which is a highly theoretical form of situational analysis. It is to list the main internal strengths and weaknesses and external opportunities and threats closely related to the object of study through the survey, and then analyze them by matching the various factors with each other using the idea of system analysis, from which a series of corresponding conclusions can be drawn. By utilizing this method, it is possible to conduct a comprehensive, systematic, and accurate study of the scenario in which the subject of the study is situated, so as to formulate appropriate development paths, etc., based on the results of the study.

### **3.2.2. Questionnaire method and others**

First of all, in order to collect necessary data from this field, the researcher designed a questionnaire, which was written in Chinese, as the research population was Chinese residents, and the translated questionnaire can be found in Appendix A. There are three main sections of the questionnaire, the first section is the basic information about the respondents and the second and third sections are the focus of the questionnaire. The second part of the questionnaire is about the tourists' experience of rural tourism in TWT, which contains six questions, such as the number of visits and means of transportation, the way of accommodation and dining during the tour, and so on. The third part is a thematic survey about tourists' feelings and satisfaction (Likert five-point scale). Eight questions were set up, and each question had five options with different levels of satisfaction for the respondents to choose from, and the selection mechanism was a single choice, and the statistical tables of the resultant data are shown in Appendix B. For these scale data, we will analyze the sample using descriptive statistics, and the reliability and validity of the questionnaire will be analyzed using the SPSS tool. This questionnaire survey was conducted in January 2022, and we selectively distributed paper questionnaires throughout the scenic area while waiting for the respondents to complete all of them before collecting them, and the selected targets were only limited to tourists visiting the town of Tongwan. We cumulatively distributed 200 questionnaires, and received 175 valid questionnaires, with a validity rate of 87.5%, except for the questionnaires that were lost and combed to remove those with logical problems. The analysis and application of the questionnaire data are mainly reflected in section 4.2 of the article.

Secondly, for stakeholders such as local residents, scenic area staff, and tourism-related practitioners, we conducted in-depth interviews with some representative figures. Each interview lasted approximately 20 min and a total of 10 men and 8 women from the local area participated in the study. The age of the respondents ranged from 19 to 60 years old, their occupations and family status (single, couples with/without children) varied, and their level of education ranged from primary education to a master's degree. The diversity of respondents allowed us to diversify our perspectives and obtain richer and more authentic information. Finally, in order to understand the real status quo of rural development of the tourism industry in TWT, and explore a scientific and feasible path of rural tourism development, we also reviewed a large number of related literature and data and went to the case site to conduct a field visit and investigation. We asked the local government and relevant organizations for some basic information about TWT, and they also introduced us to various aspects of the local development history and special culture. In the field visit session, we walked through almost every part of the town's core scenic area, and we visited some key landscape nodes several times. For this information of a qualitative nature from the visits and fieldwork, we mainly used it to shape the logical framework of most of the chapters throughout the text, and the focus can be seen in chapters five and six.



### **3.3. SWOT analysis of rural tourism industry integration development in TWT**

#### **3.3.1. Strength**

Superior natural conditions: Tongwan's natural conditions such as climate, topography, and soil are very superior, the type of climate in Tongwan town is a subtropical monsoon climate, with both obvious four seasons, plenty of sunshine, moderate rainfall, fresh air, and other advantages. Both sides of the Xi stream are flat and open, with fertile soil suitable for growing rice and other subtropical cash crops. TWT is also rich in natural resources, with a total of 192,000 acres of forested land, of which bamboo forests are the mainstay, followed by cedar and wetland pines, etc. In addition, there are also large green tea plantations and oil tea plantations. The main mineral deposits in TWT include China clay, rare earth, granite, and uranium, forming a relatively complete industrial chain.

Comprehensive and diverse landscape resources: First of all, the beautiful natural ecological landscape, the town has both hilly plains and river valleys and other terrain, a long history of rice cultivation culture has given it a beautiful irrigated agricultural landscape, and abundant water resources have created the characteristic Jiangnan waterscape. Secondly, there are characteristic folk cultural landscapes, with opera culture as the main representative, such as local opera "Gan Opera", "Three-legged Class", "Hanging Opera (string puppetry)", "Tea-picking Opera", etc., in addition to the local festival customs and the characteristic folklore of the She ethnic group, and so on. Lastly, there are the characteristic humanistic landscapes, such as Tongwan Ancient Street, Tongwan Ancient Architectural Complex, Tongwan Reservoir, Shangzhu Minkeng Village, Easy Peak, Linlu Modern Agricultural Park, Tongwan Valley Wine Factory, Xia's Ancestral Hall, and so on.

Rich and unique cultural resources: One of them is the mellow flavor of grain wine culture because TWT is located in the monsoon climate zone of Jiangnan, so the town has a long history of rice cultivation, which has nurtured the culture of grain wine. The second is the time-honored "Academy Culture". Xiangshan Academy in Guixi City was one of the four major academies during the Southern Song Dynasty, and Tangwan Academy was a branch of Xiangshan Academy. The founder of Xiangshan Academy was Lu Jiuyuan, and the doctrines of Lu Jiuyuan and Wang Yangming were known as the "Lu and Wang Theory", which was a kind of doctrine to compete with the "Cheng and Zhu Theory" at that time. The third is the long history of religious culture, Guixi City is now China's Taoist culture, and the survival of one of the most complete areas, formed a multi-level regional religious culture system centered on Longhu Mountain. The fourth is the inspiring red culture. Shangzhu Minkeng Village under the jurisdiction of TWT was one of the important revolutionary bases in "Min-Zhe-Gan" at that time, and many revolutionary sites and memorial pavilions for martyrs have been preserved. This village was also the base of the Guixi Central County Committee and Guinan guerrilla, and now it has become an important red education base in our city.

#### **3.3.2. Weakness**

Inadequate public infrastructure: Differences in the geographic location of the various landscape points and the disproportionate size of the territory resulted in the

fragmentation and irrational distribution of public services. After field visits and surveys, we found that the problems are centered on three areas: First, seasonal differences in tourism lead to a mismatch between the supply of and demand for public infrastructure, such as the insufficient number of public transportation and public toilets during the summer peak season of tourism. Secondly, the infrastructure links between existing rural tourism projects and landscape sites under construction are not in place, and there is a lack of positive interaction between sightseeing agro-tourism sites and traditional tourist attractions; thirdly, the construction of most tourism projects lack an environmental quality impact assessment, and the planning of the projects focuses on the development and construction of landscapes, with a lack of post-scenic maintenance and management.

The extent of resource exploration is not deep enough: One of them is that the resource excavation is not sufficient, the resource development of the town is mainly based on tourism agriculture, and farmhouses, neglecting the utilization of the unique local human landscape and natural landscape. The second is the insufficient development of cultural products. The local area has many cultural resources such as academy culture, wine culture, bamboo culture, etc., but the development of related tourism cultural and creative products is lagging behind. Existing products are too industrialized and not innovative enough, leading to obvious homogeneous competition in the market.

Inadequate capacity for marketing operations: First, the publicity channels are traditional, mainly through tourists' recommendations and traditional commercial advertisements, which are inefficient; Secondly, the promotional materials are inconsistent or even missing, and the information on the basic introduction of the scenic spots, the roadmap of the tour, the tourism website and other materials are not well-informed; thirdly, there is a lack of network publicity channels, such as the new development of short-video self-media, tourism public number, network personal blogs and other new marketing methods that have not yet started, and there is a lack of benign interaction and exchange of problems between scenic spots and tourists.

Insufficient supporting talents and a low level of service: The tourism industry in the town is dominated by local part-time farmers and workers returning home. The lack of professional talents has led to the slow improvement of the quality of reception services in scenic spots. After entering the scenic area, tourists often simply take pictures and aimlessly take sightseeing tours, despite the lack of professionals to guide them to a deep understanding of the local characteristics of the culture and feel the town's rustic tradition of the vernacular human spirit.

### **3.3.3. Opportunity**

Good development of the industry and strong support from national policies: Guixi is not only a national smart city pilot and 5G pilot city, but also a national urban-rural integration development pilot area approved by the National Development and Reform Commission. TWT is the demonstration zone of urban-rural integration in Guixi City, and the municipal government, with the goal of "urban-rural integration, industrial integration, and rural revitalization," has given a lot of preferential policies and financial support to TWT.

People's demand for rural tourism has increased and their enthusiasm continues to rise: With the rapid development of the economy and society and the change of the

main contradiction in society, people's material life has been greatly satisfied, and people's expenditures on improving the quality of spiritual life are also increasing day by day. Rural tourism has become an important choice for many people's vacation leisure and play, China's tourism market has great potential, and the industry's development prospects are worth looking forward to!

The industry has a deep foundation, which is conducive to the creation of high-quality rural tourism routes: In recent years, Guixi City, guided by the direction of "livable town + featured industries", selected Tangwan, Luohe, Zhoufang, and Tianlu as the construction pilot. In the southern part of Guixi City, a rural tourism demonstration belt in the south countryside area with TWT as the district center and Longhushan Town, Shangqing Town, Luohe Town, Wenfang Town, and other towns as the important parts. At the same time opened up a "modern agriculture and forestry culture tour", "patriotic red theme tour", "Jiangnan water town tour" and many other rural tourism lines with Guixi characteristics.

#### **3.3.4. Threat**

Fierce competition in industrial development and serious competition in product homogenization: First, in terms of rural tourism, Hunan, Guizhou, Zhejiang, and other neighboring provinces are also vigorously developing rural tourism industries. The latecomer Jiangxi in the geographical location, popularity, industrial scale, and other aspects of the gap are obvious. Secondly, in the development of rural tourism resources in Guixi City, the exchange with the governments of neighboring cities and counties is not deep enough, and many tourism products with strong homogeneity have been developed, which is easy to causes the phenomenon of uneconomical agglomeration.

Rapidly changing demand from tourists and frequent risk events in the industry: First, advances in transportation and ease of access to information have led to dramatic changes in tourism. People can quickly learn about tourist attractions and related peripheral information through cell phones, and through the major network platforms and third-party websites on scenic spot ratings and comparative choices, which makes tourists' travel needs change more quickly.

Secondly, unpredictable and significant risk events make the instability of the tourism industry's performance particularly pronounced. For example, in recent years, the new coronary pneumonia epidemic and major natural disasters have been devastating to some areas where the rural tourism industry is not on a particularly solid footing.

## **4. Results and responses**

### **4.1 Compilation and analysis of questionnaire data**

#### **4.1.1. Socio-demographic characteristics of respondents**

As shown in **Table 1**, more respondents in this sample were women (56%) than men (44%). In terms of age, most respondents were in the 18–38 year old age group (36%) and the 39–58 year old age group (44%).

**Table 1.** Demographic characteristics of respondents ( $N = 175$ ).

Variable	Category	<i>N</i>	%
Gender	Male	77	44
	Female	98	56
Age group	18 and below	14	8
	18–38	63	36
	39–58	77	44
	59 and above	21	12
	Primary and below	14	8
Educational level	Junior high school	66	37.7
	Senior high school	46	26.3
	College	42	24
	Postgraduate and above	7	4
Marital status	Unmarried	72	41.1
	Married	103	58.9
Occupation	Public office or establishment	28	16
	A private firm	24	13.7
	Schoolchildren	46	26.3
	Company employees	63	36
Monthly income CNY	Others	14	8
	Less than 2000	42	24
	2001–5000	66	37.7
	5001–10000	53	30.3
	10000 or more	14	8

In terms of educational attainment, junior high school, and high school education accounted for more, with 37.7% and 26.3%, respectively, followed by 24% of respondents with a bachelor's degree, and a very small proportion of elementary school and post-graduate education, with a distribution of 8% and 4%. The respondents were predominantly married (58.9% were married). For occupation, business employees, students, and public officials accounted for 36%, 26.3%, and 16% of the respondents respectively. In terms of income levels, respondents were predominantly average (RMB 2000–10,000 per month), totaling 68% of the sample. At the same time, it was found that respondents with a monthly income of less than 2000 RMB were mostly students, accounting for 24% of the total, while those with a high income (10,000 or more) accounted for a relatively small proportion of the respondents.

#### 4.1.2. Reliability analysis of the Likert 5-point scale

For the scale information collected on questions 14–21 of the questionnaire, we analyzed its reliability using SPSS 26.0. Firstly, Bartlett's test of sphericity and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO test) were conducted to test the data's suitability for factor analysis. As shown in **Table 2**, the KMO value of the Feelings and Satisfaction Survey Scale is 0.921, and the significance of the

Bartlett's Sphericity Test result is 0.000, which indicates that this questionnaire has a high degree of validity and can be subjected to exploratory factor analysis.

**Table 2.** KMO and Bartlett's test values for the feelings and satisfaction survey scale.

Project	Perception and satisfaction survey scale	
KMO quantity of sample suitability	0.921	
	approximate chi-squared value	1702.192
Bartlett's test of sphericity	degrees of freedom	289
	significance	0.000

Then, based on principal component analysis, we conducted an exploratory factor analysis of the scale using SPSS 26.0, and the results of the analysis are shown in **Table 3**. As shown in the table, the factor loadings of each scale item are greater than 0.5, but the loadings are different, which means that there is a difference in the aggregation validity. Finally, we ran the software to obtain Cronbach's  $\alpha$  value for the scale, which ranges from 0 to 1, with larger values indicating higher reliability. Academics believe that only questionnaires with a value of 0.8 or more have survey value, and a value of more than 0.9 can be regarded as the best questionnaire, and the Cronbach's  $\alpha$  value of this scale is 0.864, which indicates that this questionnaire has a high degree of overall reliability.

**Table 3.** Factor loadings for each measurement question item of the scale.

Title number	Title information	Factor loading value
14	Infrastructure	0.568
15	Services	0.624
16	Overall layout	0.610
17	Creativity	0.534
18	Scenic views	0.775
19	Cultural atmosphere	0.816
20	Richness of the experience	0.682
21	Design of the route	0.737

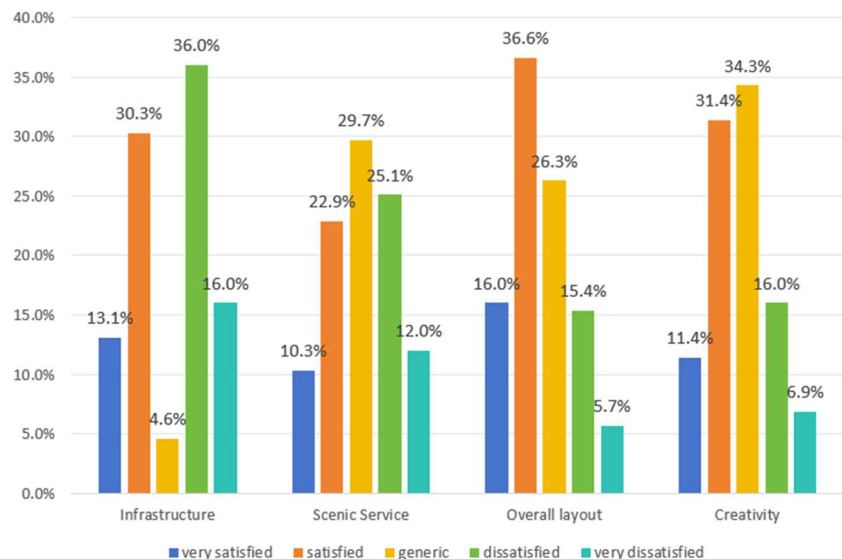
## 4.2. Main problems of rural tourism industry integration development in TWT

### 4.2.1. Inadequate transportation facilities and services to be improved

Transportation problems to be solved. For the ninth question, "Do you think it's easy to get around here?", 175 questionnaires showed that 32% of the visitors thought it was easy and 68% thought it was inconvenient, so there is a lot of room for improvement in the town's transportation services. After the visit, it was found that the problem is mainly reflected in three aspects: first of all, the relevant traffic signs are not perfect, the absence of scenic guide signs results in self-driving travelers not accurately finding out the location of scenic spots as soon as possible; secondly, because most of the landscape points are located in hilly areas, the road for vehicles is relatively narrow, rugged and winding, and when two cars meet, the space is limited

and cannot be avoided in time, which is easy to lead to traffic jams. Finally, because the town of Tongwan has a number of mineral resources, mineral transportation vehicles make the scenic spot a number of highway road surfaces uneven, affecting the experience of tourists traveling through.

Service facilities such as public toilets and visitor service centers need to be improved. As shown in **Figure 2**, the data in question 14 of the questionnaire reflect that people's satisfaction with the infrastructure in the scenic spots is generally low, in which the options of "dissatisfied" and "very dissatisfied" together account for as high as 52%. More than half of the tourists had a bad experience in this area. After asking the respondents about the reasons as well as conducting field surveys, we found that the problems were concentrated in three areas. There are five public toilet facilities in one of the scenic spots, but they are scattered and inconvenient to use due to the increase in the number of tourists during the peak season. Secondly, there are two tourist service centers, one of which is a medical office, and there is a lack of services related to counseling and guided tours. Thirdly, the roadmap of scenic spots and landscape guide map is not placed in an obvious enough position, and there is a lack of publicity on the local characteristics of vernacular culture and anecdotes. In summary, due to the inadequacy of both transportation and basic service facilities in the scenic area, people's overall service evaluation of the scenic area is low. This conclusion can be inferred from the data on "Scenic Service" in the table, where only 33.2% of the respondents gave a positive answer. The largest number of tourists gave "generic" ratings, accounting for 29.7%, and the proportion of tourists who gave two negative ratings together was as high as 37.1%, exceeding the positive ratings, which is worthy of our deep thoughts.



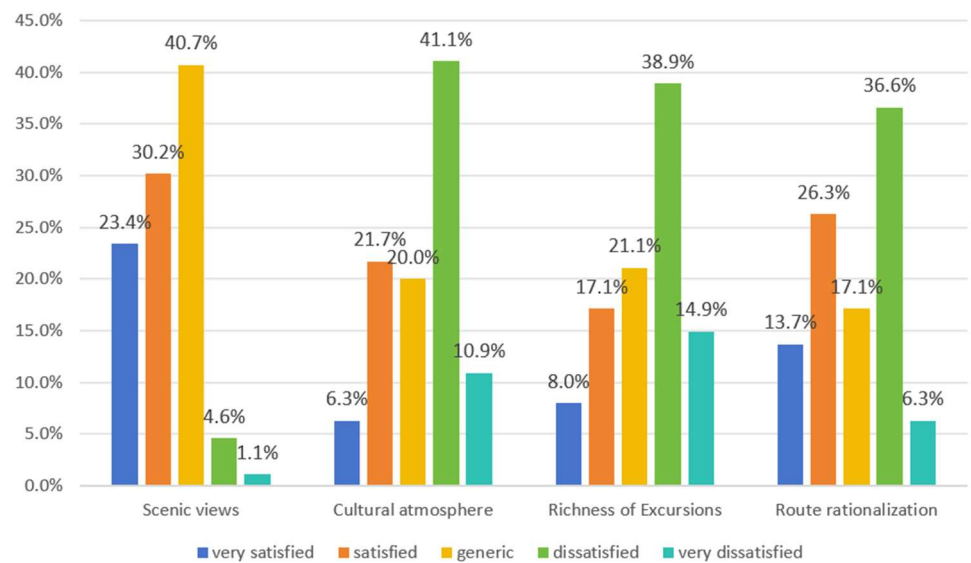
**Figure 2.** Perception and satisfaction survey 1.

#### 4.2.2. Shallow excavation of cultural resources and low level of industrial products

TWT not only has a variety of natural ecological landscapes but also contains a wealth of characteristic folk cultural landscapes, local vernacular cultural landscapes,

etc., especially highlighted in the Valley Wine Culture, Shuyuan Culture, Religious Culture, Red Culture, and other aspects.

Whether the cultural resources of a tourist attraction are effectively utilized can be reflected in the feelings of tourists' scenic spots and satisfaction survey data. Because tourists are the most direct feeling group, they have a more relevant voice, and their attitude is also the most persuasive. Based on the reliability and validity analyses in the previous section (4.2.2.), we selected the four factors with the highest loadings to be represented, as these measure question items have better convergent validity. As can be seen from **Figure 3**, tourists' satisfaction with the landscape scenery in the scenic area is significantly higher, but their satisfaction with the cultural atmosphere, the richness of the tour feeling, and the reasonableness of the route are generally low. The data reflects that the town has deficiencies in the development of relevant tourism resources and the integration of local diversified industries, and has not carried out in-depth excavation and efficient utilization of cultural resources with local characteristics. In today's society with the trend toward diversified and personalized consumption, the town's surplus of low- and medium-end industries and insufficient supply of high-end innovative products have made it urgent to deepen its supply-side structural reform.



**Figure 3.** Perception and satisfaction survey 2.

#### 4.2.3. More traditional methods of communication and insufficient features promoted

The rural tourism industry in TWT has highlighted problems in branding and market expansion, with traditional methods of publicity and insufficient investment in advertising funds. According to the questionnaire "How did you hear about here?", this question feedback data show that: 16% of the people through highway and bus and other transportation facilities such as advertising; 18% of the people through the network of third-party travel platforms and travel agencies to understand; the remaining 66% of the people through friends and relatives to inform acquaintances to know. This suggests that TWT's publicity and promotion methods are mostly based on referrals and recommendations from acquaintances, and especially lack the current

popularity of online publicity (short-video self-publishing, travel publicists, online blogs, etc.).

Secondly, there is insufficient promotion of TWT's distinctive culture, and there is no deeper integration of processes between the same industries. The questionnaire data showed that 86% of the tourists came from Guixi City or neighboring cities and counties in Jiangxi Province, indicating that TWT has high visibility and a good reputation in the area, but market coverage is very limited.

There are three main reasons for this: First, there is a lack of integrated publicity for the town's cultural and spiritual core, local landscape features, and traditional historical lineage; second, the scenic spot lacks some related publicity materials, such as publicity brochures and audio guides, and the existing materials are not innovative enough; thirdly, the image positioning of some B&Bs and farmhouses is ambiguous, and there is no creative processing of their business characteristic projects, ignoring the theme image promotion.

#### **4.2.4. Few types of tourist goods, cultural products to be explored**

The results of the questionnaire show that nearly 90% of the tourists' knowledge of TWT's rural tourism products is limited to Tangwan Valley Wine and organic fruits and vegetables, which account for more than 80% of the direct-sale market, and they have little or no knowledge of other products. Extended processing products of related resources, such as agricultural processing products (dried fruits, bamboo shoots, medicinal herbs, etc.) and handmade products rich in local characteristics and cultural connotations (bamboo products, wooden products, etc.), their sales have not been effectively integrated with tourism activities.

TWT also has fewer cultural and creative products, such as Yuanbao baskets and oil-paper umbrellas, which are local specialties of bamboo culture, and hot stamping and calligraphy in literature and art.

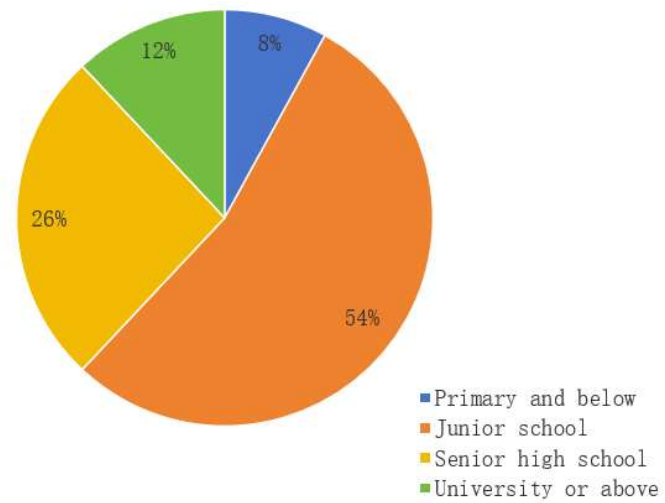
#### **4.2.5. Low number of high-end talents, service level to be improved**

We counted the academic qualifications of employees in the rural tourism industry by means of distributing thematic questionnaires and interviews, such as managers of scenic spots, employees of lodging houses, operators of agricultural industrial parks, personnel in the sales industry of tourist commodities, and other related rural tourism industry employees. The sample data included a total of 122 individuals, and the specific distribution of educational qualifications is shown in **Figure 4**. Overall, the educational level of TWT's rural tourism employees is relatively low, of which the proportion of employees with junior high school and elementary school education is extremely large, totaling 62%, while only 12% of the highly educated talents with university education and above, and most of them are scenic spot-related public offices or staff in the organization.

The fundamental reason for this is that the local rural tourism industry has just started, and most of the employees are local villagers or workers returning to their hometowns. This situation of large span of the educational level of employees and lack of high-end talents directly leads to the low level of service at scenic spots, which indirectly affects the integrated development of the industry and the sustainability of rural tourism.



### Education background of employees



**Figure 4.** Education background of employees.

### 4.3. Industrial integration path at basic level

#### 4.3.1. Agriculture + rural tourism

Based on the previous analysis, and with reference to the successful cases at home and abroad, we hereby give some suggestions to improve the quality of the industrial integration development of “agriculture + rural tourism”. On the one hand, the management department can take the local farming culture as the core, and with the goal of publicizing modern agricultural science and technology and creating a cultural brand with local characteristics, develop a series of agricultural festivals such as the “Fruit Culture Festival” and the “Autumn Harvest Festival”, and build some cultural practice places, such as the Farming Theme Museum, the Agricultural Science and Technology Park, and the Farming Academy, and so on. On the other hand, through the integration of local high-quality land resources, it promotes the production of advantageous crops on a large scale and in a mechanized manner. Taking the large-scale cultivation of rice and local branding as the focus point, expanding more and wider market share of agricultural products.

#### 4.3.2. Industry + rural tourism

The integration of rural tourism and beverage manufacturing holds great promise for TWT, which can be categorized in two ways. On the one hand, we should make full use of the advantageous resources of valley wine culture, and play the “valley wine + tourism” card. The relevant departments should do the following: First, increase the investment of funds, and strive for more government funds and private funds to set up the Tangwan Valley Wine Chamber of Commerce; secondly, introduce and cultivate talents, relying on professional brewers, realizing the upgrading of equipment, the reform of crafts, and the combination of traditional crafts and modern technology; thirdly, relying on high-quality agricultural resources, we can develop a wide range of alcoholic products, such as fruit wines, rice wines, and herbal wines, so as to meet the needs of different consumer groups. On the other hand, in addition to

winemaking, the town can also make full use of the excellent spring water resources within the territory, the development of pure natural mineral water, fruit and vegetable juice, and other beverage products, to achieve efficient and comprehensive utilization of regional natural resources.

### **4.3.3. Bed and breakfast + rural tourism**

After visiting and investigating the lodging industry in TWT, we found that there are problems of poor service quality and insufficient cultural connotation, and we would like to make the following suggestions: Firstly, in the planning and design of the B&B, it is necessary to pay attention to the display of regional culture and characteristics and maintain the original rural flavor and folk culture as much as possible, while also paying attention to the configuration of modern facilities to improve the living experience of travelers. Secondly, the B&B industry needs to focus on the improvement of service quality and make travelers feel at home by providing personalized and affectionate services. At the same time, there is also a need to strengthen staff training and improve their service awareness and skill level. Thirdly, there is a need to encourage the innovative development of the B&B industry, such as by launching special thematic activities and cultural and creative products, so as to attract more travelers to come for experience and consumption. Examples include the organization of special theatrical performances, and the development of special lodging products themed on religious culture, the culture of Jiangnan Water Town, and the culture of the academy.

## **4.4. Industrial integration path at elevated level**

### **4.4.1. Cultural industry + rural tourism**

One option is the integration of rural tourism with the local characteristics of rural culture. The Jiangnan Water Village culture and bamboo culture represent TWT's vernacular culture. In terms of Jiangnan water town culture, first of all, we can build some traditional Chinese buildings and decorative landscapes with ancient style and charm, shaping a simple and elegant cultural atmosphere. Secondly, we can learn from the experience of the film and television cultural tourism project in the Baihe Lake scenic area of the same city, and join hands with cultural media companies to create a film and television base. Finally, we can also rely on bamboo, water, gardens, and other landscape resources, the use of short videos, live broadcasts, public numbers, and other network media operations and dissemination, to create a "water town—ancient rhyme Tangwan" characteristic of the cultural tourism brand. In terms of bamboo culture, since TWT has abundant bamboo resources and a long history of bamboo product craftsmanship, the relevant authorities need to make full use of it and develop bamboo-related cultural and tourism products. The market value of bamboo culture can be deepened through the production of traditional bamboo industrial products such as Yuanbao baskets and oil paper umbrellas, the creation of bamboo toys, building materials, bamboo paper, and other modern life products, and the development of whole bamboo (bamboo shoots) banquets with bamboo shoots as the main ingredient.

Another option is the integration of rural tourism and red culture. TWT has a number of red cultural landscape sites, many of which are municipal youth patriotism

education bases and clean politics education bases. Here are a few suggestions for the development of red cultural tourism in TWT: First, the higher-level government needs to establish a scientific protection and utilization system to develop more red tourism resources, such as by building a number of new patriotic education bases, red tourism demonstration towns, and red tourism demonstration villages. Secondly, it is necessary to strengthen the cooperation of inter-regional red tourism scenic spots and launch multi-thematic red cultural boutique tourism routes with regional characteristics, so as to promote the clustered development of the red cultural industry. Thirdly, we will accelerate innovative development and promote the inheritance and utilization of red cultural resources by strengthening the combination of red culture with modern information technology, such as holographic projection, AR, and VR, and by developing publications, performing arts products, and souvenirs of red culture.

#### **4.4.2. Education + rural tourism**

TWT has a rich variety of flora and fauna, geological landscapes, and historical and cultural landscapes, which are high-quality science teaching resources. The local science study tourism has not yet started, so the development model of “education + rural tourism” has strong market potential. Firstly, natural resources can be utilized in-depth to develop mountainous and hilly landscapes, ecological forests, and bamboo forests, embedding educational and experiential elements to create study camps and practical training bases for teaching geography and biology, and launching tourism products for wilderness survival experiences and skills learning. Secondly, to create educational humanities theme scenes and develop experiential tour programs with students as the main consumers. For example, start tourism programs such as agricultural exploration classrooms, farming experience practices, and handicraft-making interest classes. It is also possible to shape landscape points such as a modern agricultural culture education base, a corridor for displaying the history and culture of nationalism, and a museum of agricultural development so that TWT can become a destination for organizing study tours for primary and secondary school students. Thirdly, we can deeply utilize the local cultural resources, design and build a number of landscape clusters with artistic connotations, and attract teachers and students from art colleges and universities to board at TWT, pick up winds, and write sketches with the beauty of the countryside.

#### **4.4.3. Recreation and sports + rural tourism**

TWT is bordered by the Wuyi Mountain Range to the east and also has many water features such as rivers, lakes, and reservoirs. Combined with the high forest coverage and green areas of the town, TWT’s landscapes have been praised as a “natural oxygen bar”, which makes it a high-quality destination for retirement and sports activities. In the part of “recreation + tourism”, first of all, we should emphasize the concept of “ecology + modern agriculture + tourism”, with the winery and modern farms as the core, which will lead to the co-development of related industries and the B&B industry. Secondly, we should highlight the culture of grain wine and health maintenance, and integrate food therapy and medication into the process of planting raw materials and manufacturing finished products. Finally, under the theme of “idyllic life, health, and well-being”, tourism products can be developed to meet the diversified market needs of short-term, long-term, and migratory bird-type residences,

such as high-end retirement apartments, summer resort villas and special weekend B&Bs. In the “sports + tourism” component, on the one hand, a series of sports events, such as marathons and cycling races, can be developed by integrating and utilizing the resources of the Guitang Highway. On the other hand, we can make use of the natural geological resources of the hilly terrain, Danxia, and karst landscapes of the local area to develop and operate sports tourism products such as outdoor adventure, rock climbing hiking, and mountaineering.

## **5. Discussion**

### **5.1. Integration of capital**

Capital is an indispensable and important supporting element for industrial development, and the mobility of capital determines the sustainability of industrial development. In the face of the future development trend of rural tourism, and the integration of capital, we need to strengthen the government to guide and expand financing channels. The specific focus of the work includes:

Firstly, local governments need to introduce policies to encourage financial institutions to provide financing support to SMEs in the rural tourism industry, implement a loan risk compensation system, and gradually lower the threshold. Secondly, it is necessary to implement the emergency transfer of funds to activate the capital turnover rate, to enable business investment, specialized investment industrial chain investment, and other multi-pronged approaches to increase the role of the financial industry in the development of rural tourism boost. Thirdly, the reform and innovation of financial institutions should be implemented to increase the amount of private funds invested, and financing should be realized by using P2P platforms or developing crowdfunding and other financing methods, so as to gradually improve the market-oriented financing model. Finally, through the establishment of an effective fund management system, the rational planning and distribution of funds for rural tourism development can be realized. Examples include the establishment of an appropriate Industry Development Fund Committee and the utilization of idle funds for low-risk investments.

### **5.2. Integration of operations**

In the era of information technology, the development of the industry is even more inseparable from efficient promotion and operation, which are important means for the industry to realize long-term stable development. Nowadays, people’s lives are inseparable from the Internet, and the market image of a product on the network determines its brand value and market sales. In order to promote the high-quality integrated development of the rural tourism industry, in terms of operation and promotion, we can start with the following aspects:

First of all, make good use of all kinds of tourism network platforms to carry out online and offline publicity, create popularity, and improve the brand awareness of rural tourism. Secondly, it is necessary to pay attention to the ratings of each OTA (Online Travel Agency) or third-party website, and correctly deal with the cultural conflict that may arise between the daily “structural” behavior and the “anti-structural” behavior of tourists, with the goal of satisfying the tourists and forming a virtuous

cycle of interaction. Thirdly, local advantageous cultural resources can be utilized to lay communication channels and build dissemination platforms, focusing on displaying and recommending distinctive cultures to enhance their reputation and attractiveness. The government can take the lead in organizing all kinds of experts, scholars, and enthusiasts as the main members of the village protection and cultural heritage as the mission of non-profit public welfare social organizations, writing and finishing the village history, books, and convene the relevant academic forums, so as to enhance the cultural value and social value.

### **5.3. Integration of resources**

In the consequences of modernity, Giles argues that when the social world develops to a certain point, along with the intersection of time and space, it will cause a return to tradition. By analyzing the theory of tourism motivation, it is found that tourists hold a high interest in novelty and the greater the cultural distance the stronger the attraction. However, as cultural distance increases, the sense of unfamiliarity with traveling also increases choices will also be relatively cautious. This shows that there is not a simple linear relationship between cultural distance and travel motivation.

Here, the following suggestions are given on how to regulate cultural distance and take advantage of resources in the development of rural tourism. The first step is to plan well, tell a good story, and make good use of local customs and handicrafts, such as the bamboo culture unique to TWT, the culture of the Jiangnan water town, and the performances of local operas. Secondly, from the perspective of industrial development, it is necessary to focus on the development of special agricultural products, tourism creative products, souvenirs, exhibitions and festivals, cultural theme lodging, and other areas, to expand the integration and overlap of the cultural and tourism industries, but based on the relative advantages of the resource characteristics, it is also necessary to follow the laws of the development of culture and tourism respectively. Finally, we should pay attention to the condensation and transformation of cultural resources, restore and present the intangible heritage and rural cultural resources in the form of stage scenes, and increase the value of cultural resources through commercial operation, so as to provide cultural support for high-quality rural tourism, which is also a kind of embodiment of cultural consciousness and cultural self-awareness.

### **5.4. Integration of talents**

Entering the 21st century, the core of industrial competition has gradually evolved into the competition of talents, and professional talent resources have become the source of power for the sustainable development of an industry. To expand the talent resources of the rural tourism industry, it can be done in the following aspects:

First of all, to attract and gather external elite talents, the strategy of talent introduction can be implemented. This can be done by providing a good working environment and living conditions, and by supporting innovative talent programs to attract experienced and specialized talents to join the rural tourism industry.

Secondly, for the cultivation of internal talents, the means of university cooperation can be utilized. On the one hand, scenic spots and universities can establish cooperative relationships to introduce more college students into the rural

tourism industry through interns, volunteers, and other forms, and on the other hand, they can also utilize the teaching resources of colleges and universities to train and enhance the professional skills of rural tourism practitioners. Finally, it is necessary to encourage and support scientific research institutions, experts, and scholars to conduct in-depth research on rural tourism, to provide scientific and technological support and consulting services, to create a rural high-end development think tank for the countryside, or to provide intellectual support for rural tourism.

## **6. Conclusion and discussion**

### **6.1. Conclusion and discussion**

The focus in this article on a case study such as TWT is likely to mean that specific conditions of climate, topography, and infrastructure will be very different from those of other destinations, and for this reason, it is very important to bear in mind that one of the first requisites for successfully developing rural tourism in a destination is to identify and evaluate the specific conditions of that region. Likewise, it is also important to sort out local cultural resources, as this will affect the direction and focus of the development of the local rural tourism industry. Therefore, we can also further deepen the conclusion of the previous chapter that resources, especially cultural resources, are the most important foundation for the development of the rural tourism industry and the top priority of the work of tourism managers.

Based on the analysis throughout the text, we can draw the following conclusions: In the first instance, the integrated development of industry is the new driving force and development trend of rural tourism. There are two ways of thinking about the convergence and development of industries: one is the convergence between parallel industries, and the other is the convergence between sectors within industries. Secondly, micro-case studies have important theoretical and practical significance for the integrated development of the rural tourism industry, but the experience of successful cases cannot be applied mechanically. Advantageous resources are the foundation of rural tourism development, especially the local characteristics of culture, which should be deeply excavated and utilized. In the end, resources, capital, operation, and talent are the four most important elements of the integrated development system of the rural tourism industry. The development and management of rural tourist attractions can start with these four main aspects.

In conclusion, this paper is a micro case study of a rural tourism development path based on the perspective of industrial integration, characterized by a strong purpose and strong practical reference significance for the development and management of rural tourism. It is also mentioned in the literature review in Chapter 2 that there are more academic studies on the high-quality development of rural tourism, and there is a certain scale of inquiry on the path of tourism industry integration, but most of them are limited to the analysis of a single industry, and there is less literature exploring the high-quality development of rural tourism from the perspective of multi-industry integration. With the main line of promoting the high-quality development of rural tourism, this paper tries to explore the development path of multi-industry integration of rural tourism, facing up to the current situation of academia, where there are fewer research results and insufficient attention in this

specialized field, and expressing some of our efforts and expectations. The diversity of topics covered by the study and the practical application of the research content are the most important features that distinguish us from related and similar studies.

## 6.2. Limitations

Although this study provides many useful insights, like other empirical studies, it has limitations that provide opportunities for future research. For starters, because this study is a micro case study and was conducted only on Chinese residents, future scholars can delve into this issue from different research scales and countries. In the next place, this study is dominated by qualitative analysis, with less related quantitative evaluation work and more theoretical discussion than analysis of specific data, so future research can strengthen the quantitative aspects of the work. Lastly, there are many integrated development paths of the rural tourism industry proposed for the case in this paper, but all of them are only based on the summarization of the relevant theories and the advantageous resources and problems of the place, and there is no realistic feasibility analysis. The authors' purpose in doing so is to show more of the diversity of the integrated development paths of rural tourism and give readers a broader range of ideas. In future studies, researchers can conduct in-depth studies on certain key paths and strengthen the feasibility analysis of related programs.

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## Appendix A

### Rural Tourism Questionnaire for Tangwan Township

Hello! Welcome to be able to accept this interview and thank you for helping the research survey on integrated rural tourism development! The purpose of this questionnaire is to understand the development of rural tourism in all aspects, and to provide high-quality tourism products and services for your rural leisure and excursions. Your personal information in the questionnaire will only be used for statistical analysis, and the whole process will be handled anonymously and confidentially, you can rest assured that you can fill in according to the actual situation, I apologize for the inconvenience caused, and thank you sincerely for your participation!

#### I. Basic information and survey of the situation

1. Your gender?  
 male  
 female
2. Your age?  
 18 and below  
 18–38  
 39–58  
 59 and above
3. Your education?  
 primary and below  
 junior high school  
 senior high school  
 college  
 postgraduate and above
4. Your marital status?  
 Unmarried  
 Married
5. Your occupation?  
 Public office or establishment  
 A private firm  
 Schoolchildren  
 Company employees  
 Others \_\_\_\_\_
6. Your monthly income? (CNY)  
 Less than 2,000  
 2000–5000  
 5001–10000  
 10000 or more
7. Where are you from? (Please fill in)  
 Jiangxi Province ( ) city  
 ( ) Province ( ) city  
 Hong Kong, Macao, Taiwan  
 External
8. How did you get here?  
 passenger bus  
 train  
 self-driving car  
 tourist bus  
 helicopter  
 other \_\_\_\_\_
9. Do you think it's easy to get around here?  
 convenient  
 inconvenient
10. Is this your first time traveling here?  
 yes  
 no
11. How did you hear about here? [Multiple choice]  
 Friends or relatives to inform you  
 Online social media or third-party travel websites  
 Advertisements on highways or buses  
 Travel agency
12. Mode of accommodation?  
 hotel  
 guesthouse  
 farmyard  
 Family Wine Shop or Winery
13. What do you know about the tourism products in Tangwan? [Multiple choice]  
 Fresh fruits and vegetables  
 Agro-processed products (dried fruits and herbs, etc.)  
 Handicrafts made of bamboo and wood  
 Grain liquor  
 Others \_\_\_\_\_

#### II. Perception and satisfaction survey

14. Are you satisfied with the infrastructure in the townscape?
15. Are you satisfied with the services provided by townscape?
16. Are you satisfied with the overall layout of the townscape?
17. Are you satisfied with the creativity of the town's rural tourism?
18. Are you satisfied with the scenic views in the townscape?

- 19. Are you satisfied with the cultural atmosphere in the townscape?
- 20. Are you satisfied with the richness of the experience of visiting the town?
- 21. Are you satisfied with the design of the town's rural tourism routes?

**Table A1.** Perception and satisfaction survey.

Title number	Very satisfied	Satisfied	Generic	Dissatisfied	Very dissatisfied
14					
15					
16					
17					
18					
19					
20					
21					

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If you have any comments or suggestions on the development of rural tourism in the town? Please write below.

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Once again, thank you from the bottom of my heart!

## Appendix B

Table B1. Statistical table of results of perception and satisfaction survey data.

Title number	Evaluation content	Number and percentage	Very satisfied	Satisfied	Generic	Dissatisfied	Very dissatisfied	Sum
14	Infrastructure	Number	23	53	8	63	28	175
		Percentage	13.1%	30.3%	4.6%	36.0%	16.0%	100%
15	Scenic service	Number	18	40	52	44	21	175
		Percentage	10.3%	22.9%	29.7%	25.1%	12.0%	100%
16	Overall layout	Number	28	64	46	27	10	175
		Percentage	16.0%	36.6%	26.3%	15.4%	5.7%	100%
17	Creativity	Number	20	55	60	28	12	175
		Percentage	11.4%	31.4%	34.3%	16.0%	6.9%	100%
18	Scenic views	Number	41	53	71	8	2	175
		Percentage	23.4%	30.2%	40.7%	4.6%	1.1%	100%
19	Cultural atmosphere	Number	11	38	35	72	19	175
		Percentage	6.3%	21.7%	20.0%	41.1%	10.9%	100%
20	Richness of excursions	Number	14	30	37	68	26	175
		Percentage	8.0%	17.1%	21.1%	38.9%	14.9%	100%
21	Route rationalization	Number	24	46	30	64	11	175
		Percentage	13.7%	26.3%	17.1%	36.6%	6.3%	100%