

# Research on the Development Models and Problems of Cultural and Tourism Integration Promoting Rural Revitalization at Home and Abroad

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**Abstract:** With the rapid development of the social economy and the increasing growth of people's spiritual and cultural needs, cultural tourism has become an important force in promoting rural revitalization. This article aims to explore the development models of cultural and tourism integration promoting rural revitalization at home and abroad, analyze their internal mechanisms and practical paths, and provide theoretical support for relevant policy-making and practices. By means of literature review, case analysis, and other methods, this article deeply studies the role of cultural and tourism integration in rural revitalization, the problems faced, and the solutions, and proposes a development model with cultural confidence, industrial integration, and high-quality development as the core.

**Keywords:** Cultural and tourism integration; Rural revitalization; Research on development models

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## 1. Introduction

Rural revitalization is one of the important strategies for China's development in the new era, aiming to promote the comprehensive development of the rural economy, society, and culture. As an emerging industry, cultural tourism, with its unique charm and wide influence, has become an important starting point for rural revitalization. The integration of culture and tourism deeply explores rural cultural resources and combines modern tourism concepts, which not only promotes the development of the rural economy but also promotes the inheritance and innovation of rural culture.

## 2. Literature review

The integration of culture and tourism refers to the integration of cultural elements into the tourism industry to enhance the quality and characteristics of the tourism industry. Domestic and foreign scholars have conducted

extensive research on the definition, current situation, and existing problems of the integration of culture and tourism. Li Ying et al. believe that the integration of culture and tourism can promote the coordinated development of the tourism industry and the rural economy through means such as resource integration and industrial chain extension <sup>[1]</sup>. Zhou Cheng further pointed out that the integration of culture and tourism can achieve the inheritance and innovation of rural culture through ways such as enhancing rural cultural brands and strengthening infrastructure construction <sup>[2]</sup>. However, Wang Lei et al. believe that there are still some problems in the practice of the integration of culture and tourism, such as insufficient development of cultural resources and serious homogenization <sup>[3]</sup>.

Rural revitalization is not only an economic issue but also a cultural one. As an important force in promoting rural revitalization, the integration of culture and tourism realizes the comprehensive revitalization of rural areas through means such as industrial linkage, cultural inheritance and innovation, community participation, and shared development. Cultural confidence is the internal driving force for the integration of culture and tourism to empower rural revitalization, industrial integration is an effective operation method, and high-quality development is the strategic goal.

### **3. Cases of cultural and tourism integration promoting rural revitalization at home and abroad**

#### **3.1. Domestic cases**

##### **3.1.1. Anji County, Zhejiang Province**

Anji County takes green development as the guide, agricultural industry as the support, and beautiful countryside as the basis, and explores a scientific development path of integrated development of the three industries, urban-rural integration, farmers' prosperity, and ecological harmony. Anji County has compiled a number of plans, initially forming a rural leisure tourism pattern, and innovative models such as Lujiacun's "family farm + village + enterprise" and Mulianwu's "farmers + village + enterprise" have emerged. It can be said that Anji County has successfully opened up the transformation channel between lucid waters and lush mountains and golden and silver mountains, creating a beautiful Anji that is livable, suitable for work and tourism, and becoming a model of rural revitalization <sup>[4]</sup>.

##### **3.1.2. The Miao embroidery industry in Kaili City, Guizhou Province**

Miao embroidery is a folk embroidery technique of the Miao ethnic group and an important carrier for the inheritance of Miao culture. The local government has developed a Miao embroidery poverty alleviation plan, cultivating and developing characteristic handicraft enterprises and professional cooperatives. Through the "one-belt-one, one-belt-many" development model, it has radiated and driven more rural women to participate in the embroidery industry. By cooperating with multiple parties, it has created a Miao embroidery brand image, promoting Miao embroidery to go out of the mountains and into the world. These measures have rejuvenated the Miao embroidery industry, making it a beautiful industry that inherits and promotes ethnic culture and drives farmers to increase their income through employment.

#### **3.2. Foreign cases**

##### **3.2.1. Japan's "One Village, One Product" model**

Japan's "One Village, One Product" model is to explore and utilize the unique resources of each village to create

agricultural products or tourism products with local characteristics and promote rural economic development. Its cultural and tourism integration model is that the government formulates policies to encourage and support rural areas to develop characteristic industries. Then, community residents actively participate in the development and promotion of characteristic products, and pay attention to brand building, marketing, and promotion to enhance the popularity and market competitiveness of products. At present, the “One Village, One Product” model has successfully promoted the diversification and specialization of Japan’s rural economy and improved farmers’ income levels.

### **3.2.2. The Provence region in France**

The Provence region is world-famous for its unique lavender culture and rural scenery, and has become a popular tourist destination for domestic and international tourists in France. Relying on characteristic crops such as lavender, it has carried out agricultural sightseeing tourism, attracting tourists to experience rural life. The local area has also combined with the wine industry to create wine chateau tourism projects, allowing tourists to visit vineyards, learn about winemaking techniques, taste fine wines, and delicious food. In addition, various cultural festivals are held, such as the Lavender Festival and the Wine Festival, to enhance tourists’ cultural experience and sense of identity. The Provence region has successfully achieved a win-win development of agriculture and tourism through the integration of culture and tourism, promoting the prosperity of the local economy and the inheritance of culture <sup>[5]</sup>.

## **4. Development models of cultural and tourism integration promoting rural revitalization at home and abroad**

### **4.1. Domestic development models**

Cultural experience: Rely on folk customs resources to develop characteristic products. For example, Gubei Water Town in Beijing has restored historical buildings and developed cultural experience projects such as escort agencies and wineries, promoting tourism upgrading and cultural identity <sup>[6]</sup>.

Agricultural sightseeing: Integrate agricultural and tourism resources to form a complex. For example, the “Sishui Binfen” project in Lingyun County realizes the integration of the three industries through agricultural experiences, helping farmers increase their income and improving the ecological environment.

Characteristic towns: Create immersive spaces with cultural IPs. For example, the “Only Henan” Drama Wonderland in Zhengzhou activates the Central Plains culture through national-trend and drama techniques, promoting industrial transformation.

### **4.2. Foreign development models**

Eco-tourism: Emphasize nature protection and sustainable development, carry out ecological projects such as hiking and cycling, and achieve a win-win situation for environmental protection and diversified economic development.

Heritage tourism: Revitalize historical relics such as ancient castles and churches, and inherit traditions through cultural explanations, enhancing the cultural connotation of tourism.

Creative tourism: Integrate art and tourism formats, develop innovative projects such as theme parks and art festivals, and form differential attractions.

## **5. Problems faced**

### **5.1. Insufficient development of cultural resources**

At present, some rural areas have the problem of insufficient development of cultural resources in the process of cultural and tourism integration<sup>[7]</sup>. Some cultural resources with unique values have not been fully explored and utilized, resulting in serious homogenization of tourism products and a lack of market competitiveness. The reasons for this problem are as follows.

#### **5.1.1. Lack of awareness of cultural resources**

Many places lack in-depth understanding and awareness of their own cultural resources, resulting in these precious resources being ignored or underestimated. For example, some rural areas have rich historical relics, traditional handicrafts, folk activities, etc.<sup>[8]</sup>. However, due to the lack of systematic investigation and evaluation, the uniqueness and value of these resources have not been fully explored and displayed, and are even gradually disappearing.

#### **5.1.2. Lagging development planning**

In the process of cultural resource development, there is a lack of scientific and reasonable planning and layout. Some places lack long-term vision and overall concept when promoting the integration of culture and tourism, resulting in scattered and disorderly development of cultural resources, making it difficult to form scale effects and brand effects. At the same time, the protection of the ecological environment may be ignored during the development process, causing resource damage and waste<sup>[9]</sup>.

#### **5.1.3. Insufficient publicity and promotion**

Sometimes, even if cultural resources have been developed, if the promotion is inadequate, it is difficult to attract tourists to visit and experience. For example, some rural areas lack creativity and strategies in promotion, resulting in limited popularity and influence of cultural resources<sup>[10]</sup>.

### **5.2. Lagging infrastructure construction**

The lagging infrastructure construction, such as inconvenient transportation, poor accommodation conditions, and low-level catering services, directly affects tourists' travel experience and satisfaction, and then affects the effect of cultural and tourism integration and the process of rural revitalization.

#### **5.2.1. Incomplete transportation facilities**

First of all, the transportation facilities in many rural areas are relatively backward. The road conditions are poor, with narrow and potholed roads, which not only affect tourists' travel experience but also limit the accessibility of tourism resources<sup>[11]</sup>. Tourists may give up their trips due to inconvenient transportation when going to rural tourism destinations, thus affecting the development of rural tourism. Secondly, the public transportation system in rural areas is often underdeveloped, with few bus trips and a narrow coverage area, which is difficult to meet the travel needs of tourists. This leads to tourists relying on private cars or chartered car services when traveling in rural areas, increasing travel costs and time costs.

#### **5.2.2. Incomplete public facilities and service support**

Many rural areas lack a complete tourism signage and interpretation system. Tourists may not be able to obtain

effective information guidance and interpretation services in a timely manner during the tour, affecting the tour experience and satisfaction. In addition, public service facilities in rural areas, such as toilets, parking lots, and first-aid stations, are often insufficient in quantity and unevenly distributed, making it difficult to meet the basic needs of tourists <sup>[12]</sup>. This may cause inconvenience or even potential safety hazards for tourists during the tour. Moreover, the accommodation facilities in rural areas are often limited in quantity and simple in conditions, unable to meet the diverse accommodation needs of tourists. Some rural areas may only have a few farmhouses or homestays, and the facilities are old-fashioned, and the service level is low, making it difficult to attract high-end tourists.

### **5.2.3. Low level of informatization**

With the advent of the information age, smart tourism has become an important trend in the development of the tourism industry. However, many rural areas are still lagging behind in the construction of smart tourism, lacking intelligent tourism service systems and platform support, and unable to provide tourists with convenient and efficient tourism service experiences <sup>[13]</sup>. In addition, many rural areas often rely on traditional means such as advertisements and brochures for tourism marketing, lacking the awareness and ability to use emerging media such as the Internet and social media for online marketing. This limits the dissemination and promotion effect of rural tourism brands.

## **5.3. Shortage of talents and low quality**

The development of rural cultural and tourism integration requires professional talent support. However, at present, there is a common problem of talent shortage or low quality in rural areas. The lack of professional tourism management and service personnel directly restricts the speed and quality of the development of cultural and tourism integration, and then affects the comprehensive promotion of rural revitalization.

### **5.3.1. Talent shortage**

The key to the integration of culture and tourism lies in people, especially composite talents who understand tourism and culture. However, many rural areas face a shortage of such talents. Composite talents can not only understand and spread rural culture but also effectively combine culture with tourism to develop attractive tourism products. However, rural areas lack management talents with modern management concepts and practical experience, resulting in low project operation efficiency and making it difficult to achieve sustainable development. At the same time, the revitalization of rural culture requires a group of leaders who love rural culture and can lead cultural development <sup>[14]</sup>. However, many rural areas face a shortage of cultural leaders, resulting in a lack of motivation and direction for the inheritance and development of rural culture.

### **5.3.2. Low quality**

Some rural cultural and tourism practitioners, although they have certain work experience, still need to improve their professional skills. For example, they lack professional knowledge and skills in tourism product development, marketing, and customer service, and are difficult to meet market demands. The integration of culture and tourism requires practitioners to have not only professional skills but also high cultural literacy. However, many rural cultural and tourism practitioners lack cultural literacy, making it difficult to deeply explore and spread rural culture and affecting the quality and attractiveness of cultural and tourism products. In addition, many rural

cultural and tourism practitioners lack innovation ability, making it difficult to develop novel and competitive tourism products, resulting in serious homogenization of rural cultural and tourism products and a lack of characteristics and highlights.

## **6. Countermeasures and suggestions**

### **6.1. Deeply explore cultural resources and create differentiated products**

First, strengthen the exploration and sorting of rural cultural resources, deeply explore cultural resources with unique values, and integrate them into tourism product development. Through methods such as consulting historical documents and local chronicles, combined with on-the-spot investigations and expert consultations, conduct a comprehensive and in-depth investigation and evaluation of rural cultural resources to clarify their uniqueness and value <sup>[15]</sup>.

Second, formulate scientific and reasonable development plans according to the characteristics and values of cultural resources, clarify development goals, layouts, and key tasks. At the same time, pay attention to ecological environmental protection and cultural inheritance to ensure the sustainability of cultural resource development.

Third, innovate the ways and means of publicity and promotion, use new media platforms such as the Internet and social media to expand the scope of publicity and improve popularity. At the same time, formulate targeted marketing strategies and promotion plans in combination with local characteristics and cultural resource characteristics to attract more tourists to visit and experience.

### **6.2. Strengthen investment in infrastructure construction**

First of all, the government should increase investment in rural infrastructure construction, especially in key areas such as transportation, accommodation, and catering. At the same time, encourage social capital to participate in the construction, operation, and management of rural infrastructure. Strengthen the construction and management of tourism service facilities such as accommodation and catering in rural areas to improve service quality and level.

Secondly, attention should be paid to characteristic operation and innovative development, and create tourism brands and products with local characteristics. Strengthen the construction of smart tourism in rural areas and promote the intelligent and convenient development of tourism services. Use modern information technology means such as the Internet and big data to improve tourism service efficiency and tourists' experience and satisfaction.

### **6.3. Cultivate and introduce professional talent teams**

It is necessary to increase the cultivation and introduction of rural cultural and tourism talents. Improve the professional skills and cultural literacy of practitioners through means such as holding training courses and carrying out exchange activities. Secondly, preferential policies can be formulated to attract foreign talent to work and develop in rural areas. Strengthen the training of the service awareness and service level of rural cultural and tourism talents to improve their service quality and tourists' satisfaction. It is also possible to standardize the service behavior of practitioners and improve the overall service level by establishing and improving service standards and evaluation systems. Encourage practitioners to actively innovate and start businesses, and develop tourism products with local characteristics and market competitiveness. For example, local governments can provide policy support such as entrepreneurship guidance and funding to help entrepreneurs overcome difficulties

and achieve successful development.

## 7. Conclusions and prospects

As an important force in promoting rural revitalization, the integration of culture and tourism has played an important role in promoting rural economic development and cultural inheritance. This article uses methods such as literature review and case analysis to deeply study the development models of cultural and tourism integration promoting rural revitalization at home and abroad, as well as their internal mechanisms and practical paths. Future research can further expand the sample range, deeply study different types of rural cultural and tourism integration development models in different regions, and provide more specific guidance for practice. At the same time, attention should be paid to studying the mechanisms and paths of the integration of culture and tourism, empowering rural revitalization from a multi-disciplinary perspective, comprehensively drawing on the theories and methods of related disciplines such as sociology, economics, and management to promote the in-depth development of research.

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