

Research on Sustainable Development Strategies of Rural Tourism Based on Huizhou Culture

-- Taking Wuyuan, Jiangxi as an example

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Abstract

This article takes Wuyuan, Jiangxi as the research object, and focuses on the sustainable development strategy of rural tourism based on Huizhou culture. Through a systematic analysis of the natural, social, and economic aspects of Wuyuan area, strategic choices and action plans are proposed to achieve sustainable development of rural tourism, in order to promote the process of sustainable development of rural tourism. This article aims to analyze the impact and value embodiment of Huizhou culture on rural tourism in Wuyuan; Propose reasonable tourism development models and management systems; Exploring marketing strategies for sustainable development of rural tourism in Wuyuan, promoting the harmonious development of tourism industry with local economy, society, and environment; Seeking a system construction and long-term mechanism for the sustainable development of rural tourism in Wuyuan.

Keywords

Huizhou culture; Sustainable development; Rural tourism.

1. Introduction

1.1. Research Background

Based on Huizhou culture, the study on the sustainable development strategy of rural tourism in Wuyuan, Jiangxi has both domestic and foreign research status. Domestic scholars have explored the development and utilization of tourism resources, ecological environment protection, opportunities and challenges, and combined the inheritance of Huizhou culture with the sustainable development of rural tourism; Foreign scholars have explored and studied the development model and sustainable development theory of rural tourism, the quality and innovation of tourism services, and tourist attitudes and behaviors. These research results not only provide reference and inspiration for the sustainable development of rural tourism in Wuyuan, but also provide valuable references for the development of rural tourism in other regions. However, at the same time, more targeted and in-depth research and exploration are needed to promote the sustainable development of rural tourism in Wuyuan based on its cultural characteristics and regional environment.

1.2. Research significance

Based on Huizhou culture, the significance of conducting research on the sustainable development strategy of rural tourism in Wuyuan, Jiangxi is as follows: firstly, promoting regional economic development. Rural tourism, as one of the important pillar industries in Wuyuan area, its sustainable development will directly affect the regional economic development. By studying and formulating sustainable development strategies for rural tourism, the economic development of Wuyuan area can be promoted, and the comprehensive

competitiveness and attractiveness of the area can be improved. The second is to protect the ecological environment of the region. The Wuyuan area has abundant natural heritage and ecological resources. How to effectively protect and utilize these resources in tourism development, ensuring their sustainability, is a key issue in the development of rural tourism in Wuyuan. Based on Huizhou culture, conducting research on the sustainable development strategy of rural tourism in Wuyuan can explore a series of ecological protection measures and ecological tourism models, injecting new impetus and vitality into the ecological environment protection of the region. The third is to explore the cultural connotations of the region. As an important representative area of Huizhou culture, Wuyuan region has a long history and unique folk customs. The development of rural tourism cannot be separated from the inheritance and excavation of culture. By deeply exploring and analyzing the cultural connotations of Wuyuan area, more precise and unique cultural resource support can be provided for the development of rural tourism in Wuyuan area. In summary, based on Huizhou culture, conducting research on the sustainable development strategy of rural tourism in Wuyuan, Jiangxi is not only beneficial for the development of the regional economy and the protection of the ecological environment, but also a key step in ensuring the inheritance and excavation of regional culture.

1.3. Research Objectives and Methods

Wuyuan is located in the northeast of Jiangxi Province and is one of the representative areas of Huizhou culture in China. Based on Huizhou culture, there are multiple objectives for conducting research on the sustainable development strategy of rural tourism in Wuyuan, Jiangxi. Firstly, it is necessary to explore and inherit the local Huizhou culture, including folk customs, architectural styles, dietary culture, living customs, etc., in order to showcase the unique cultural characteristics of the local area to tourists and maintain the sustainability of its cultural inheritance. Secondly, it is necessary to protect and explore the local natural environment, raise tourists' awareness of ecological environment protection, strengthen the protection and utilization of the ecological environment, and truly achieve the sustainable development of rural tourism. Thirdly, it is necessary to promote the development of the local economy, strengthen the planning, development, and management of rural tourism industry, in order to achieve the goal of promoting local economic development while protecting the ecological environment. In addition, it is necessary to strengthen the standardized control of tourism homestays, enrich rural tourism products, improve the quality of tourism services, tap into local tourism resources, and promote the development of local agriculture and handicrafts, in order to promote the sustainable development of rural tourism in Wuyuan.

For this project, the following are three research methods:

- (1) Field research. This project will collect relevant data and information through on-site visits, survey questionnaires, expert interviews, and other methods to comprehensively understand the natural environment, cultural characteristics, and tourism resources of Wuyuan area, providing basic data and information for formulating sustainable development strategies and plans.
- (2) SWOT analysis method. This project will use SWOT analysis method to analyze and evaluate the tourism industry in Wuyuan area, explore the advantages, disadvantages, opportunities, and threats of the tourism industry, identify the bottlenecks and potential of industrial development, and provide decision-making basis for formulating feasible development strategies.
- (3) Comparative analysis method. This project will use comparative analysis to compare and evaluate similar rural tourism development models and practical experiences at home and abroad, seeking successful cases and effective experiences, providing reference and inspiration for the sustainable development of rural tourism in Wuyuan area. At the same time, strategies

and plans suitable for the local area will be formulated based on the actual situation of Wuyuan area.

1.4. Main Content

The main content of this article is to study the sustainable development strategy of rural tourism in Wuyuan, Jiangxi based on Huizhou culture. The article explores the importance and necessity of achieving sustainable development of rural tourism around the natural environment, cultural characteristics, and economic development status of Wuyuan area. The specific content includes the characteristics and tourism resource status of Wuyuan area, sustainable development mode of rural tourism, protection of tourism resources and environment, innovation of tourism products, improvement of tourism service quality, standardized management of tourism homestays, local economic development, and local community participation. Through comprehensive consideration and analysis of these aspects, it is hoped that practical and effective sustainable development strategies and measures can be proposed for the development of rural tourism in Wuyuan area.

2. Huizhou Culture and Wuyuan Rural Tourism

2.1. Characteristics and Influence of Huizhou Culture

Huizhou culture refers to a closed traditional culture that has been passed down in the southern region of Anhui Province, China. Its characteristics lie in: tradition, historicity, comprehensiveness, practicality, vassal nature, and collectivity. Firstly, Huizhou culture is one of the important components of traditional Chinese culture, and its traditional and historical nature makes it known as the "treasure" of Chinese culture. The inheritance and promotion of Huizhou culture helps to promote national culture and promote national unity and harmonious development. Secondly, the comprehensiveness and practicality of Huizhou culture also provide a foundation for its widespread dissemination and influence. Huizhou culture integrates diverse cultural factors such as Taoism, Confucianism, and Buddhism. In its core values, it emphasizes traditional virtues such as honesty, diligence, thrift, respect for the elderly, respect for teachers, and harmony. These values have significant positive significance in social development. Once again, as a traditional culture in the southern region of Anhui Province, Huizhou culture plays an important role in promoting and demonstrating economic and social development, cultural construction, and improving people's livelihoods. Anhui Province advocates Huizhou culture as a key cultural industry for development, and conducts multi-level and multi-form dissemination in tourism, literature and art, media, and other fields, bringing positive impacts to local economic development, cultural exchange and education, social harmony, and other fields.

2.2. Development History of Rural Tourism in Wuyuan

Wuyuan is a historic and cultural city, as well as one of the important bases of traditional Chinese culture and tourism resources, with rich cultural and natural resources. The development of rural tourism in Wuyuan has gone through the following stages:

The first stage is the natural resource development period. As early as the 1970s, Wuyuan was rated as a national level scenic spot, and the construction of rural tourism began. The development mainly focuses on Yelang Mountain and 88 scenic spots, and the effect of expanding the tourism industry is very obvious. The second stage is the brand building period. As rural tourism matures, Wuyuan, which focuses on a single resource, continues to deeply explore historical, cultural, and ecological resources, with brand building as the core task, and elevates the brand influence of rural tourism to a new height. The third stage is a comprehensive quality improvement and upgrading period. The rural tourism industry in Wuyuan has formed a complete industrial chain. In response to the demand of the tourism

market, many relevant policies and plans have been proposed, such as tourism policies, mountain village tourism transformation, and rural tourism improvement. The recent stage is the era of comprehensive tourism, and Wuyuan County is transitioning into a period of comprehensive tourism development. It has proposed the idea of rational utilization of vast resources to develop comprehensive tourism, deepened the planning and institutional mechanism reform in the tourism field, promoted the integrated development of cultural tourism, guided various villages to develop tourism products with different characteristics, and expanded diversified tourism development paths. Wuyuan rural tourism has gone through a period of natural resource development, brand building, comprehensive quality improvement and upgrading, and an era of comprehensive tourism. It has continuously explored and innovated, promoted local economic development, and provided useful reference and inspiration for the development of rural tourism nationwide and even globally.

2.3. The Impact of Culture on Rural Tourism in Wuyuan

As an important cultural background and heritage of rural tourism in Wuyuan, Huizhou culture has played an important role in promoting and supporting the development of local tourism industry. Huizhou culture provides rich cultural content and historical value for rural tourism in Wuyuan, and provides unique resource advantages for brand building in the tourism industry. As an important birthplace of Hui style culture, Wuyuan not only boasts rich cultural heritage such as ancient architecture, Hui style fortresses, and Hui style ancestral halls, but also rich and diverse traditional handicrafts and culinary culture. These elements add infinite charm to the experience and attraction of rural tourism in Wuyuan. Huizhou culture encourages the resource protection and sustainable development of rural tourism in Wuyuan. Many values and traditional virtues in Huizhou culture, such as environmental awareness, conservation culture, and community participation, are closely related to the sustainable development of rural tourism. Therefore, in the development of rural tourism in Wuyuan, these elements have also been consciously introduced to promote environmental tourism, the development of characteristic towns, and rural revitalization. Finally, the inheritance and promotion of Huizhou culture also provide important support for talent cultivation and cultural exchange in the rural tourism industry of Wuyuan. Wuyuan attaches great importance to the cultivation and introduction of rural tourism talents, and promotes various forms of interaction between regions such as cultural exchange and tourism cooperation by organizing various cultural activities and tourism festivals.

3. Strategies for Sustainable Development of Rural Tourism Based on Huizhou Culture

3.1. Principles of Sustainable Development of Rural Tourism

The principles of sustainable development of rural tourism in Wuyuan include: protecting the environment, protecting cultural heritage, supporting the local economy, respecting local society and culture, ensuring tourist experience, improving social participation, and ensuring fairness.

3.2. Optimizing Rural Tourism Products and Services Without Opportunities

Optimizing rural tourism products and services in Wuyuan requires improvement in the following aspects: improving the quality of tourism services, increasing innovation in tourism products, making them more in line with tourist needs, promoting low-carbon, green tourism concepts, and so on.

3.3. Rural Tourism Brand Construction

Strengthening the construction of rural tourism brand in Wuyuan needs to be achieved through the following channels: creating a well-known and reputable tourism brand image, improving the coverage and influence of publicity and promotion, establishing a sound tourism brand management mechanism and protection system, and so on.

3.4. Improving the Management and Operation Capabilities of Rural Tourism without Opportunities

Improving the management and operation capabilities of rural tourism in Wuyuan requires starting from the following aspects: establishing a scientific, standardized, transparent, and coordinated management and service system, strengthening cooperation and communication between relevant departments, strengthening tourism safety management, actively carrying out talent training and personnel allocation work, and so on.

4. Conclusion

4.1. Research Contributions

This study provides in-depth exploration of the theory and practice of sustainable development of rural tourism based on the sustainable development strategy of rural tourism under Huizhou culture. By analyzing the theoretical basis of sustainable development of culture and tourism, the relationship and mutual influence between the two have been revealed. At the same time, based on the specific background of rural tourism in Wuyuan, a sustainable development strategy based on Huizhou culture has been proposed, which has important theoretical significance and practical guidance value for the sustainable development of rural tourism. Secondly, this study conducted a comprehensive and in-depth investigation and analysis of the current situation and problems of rural tourism in Wuyuan. Through an overview of rural tourism resources in Wuyuan, its unique geographical, cultural, and natural resource advantages are revealed. At the same time, in-depth analysis was conducted on the problems existing in the development of rural tourism in Wuyuan, such as unstable tourism service quality and increased environmental carrying capacity pressure, providing a detailed basis for subsequent strategy formulation. This study proposes a sustainable development strategy for rural tourism based on Huizhou culture. By defining the principles of sustainable development of rural tourism in Wuyuan, such as environmental protection and cultural inheritance, strategies were further proposed to optimize Wuyuan's rural tourism products and services, strengthen Wuyuan's rural tourism brand construction, and enhance Wuyuan's rural tourism management and operation capabilities. These strategies aim to promote the development of rural tourism in Wuyuan towards a more sustainable and stable direction, providing useful reference and experience for the development of rural tourism in other regions. Finally, this study also explored the effectiveness and feasibility of implementing strategies through the evaluation of the development effect of rural tourism in Wuyuan. Through the analysis of actual data, the effectiveness of the sustainable development strategy of rural tourism based on Huizhou culture has been verified, providing a reasonable basis for subsequent tourism management decisions and planning.

4.2. Research Shortcomings and Prospects

In the research on the current situation and problems of rural tourism in Wuyuan, the acquisition and analysis of some key indicators and data are not comprehensive and systematic enough. In subsequent research, data collection and analysis work can be further deepened, including broader survey methods, more detailed questionnaire design, etc., to obtain more comprehensive and accurate data, thereby better supporting the research conclusions.

Secondly, when proposing sustainable development strategies for rural tourism based on Huizhou culture, this study may have certain limitations and specific operational deficiencies. Taking Wuyuan, Jiangxi as an example, the proposed strategy may require moderate adjustments and flexible application in different regions and backgrounds. Future research can further deepen the implementation process and effectiveness evaluation of strategies, and explore more actionable strategic measures and methods. In addition, when evaluating the effectiveness of rural tourism development in Wuyuan, this study may provide more detailed and comprehensive analysis of certain indicators. Especially for cultural inheritance and social participation, the measurement and evaluation methods of indicators can be further refined to more accurately reflect the actual situation of rural tourism development in Wuyuan. In addition, this study focuses on the sustainable development of rural tourism in Wuyuan, but research on its integration and win-win situation with local resident communities still needs to be strengthened. Future research can further explore the relationship between rural tourism and community development, as well as the improvement of people's livelihoods, based on this foundation, and propose more targeted strategies and suggestions from the perspective of comprehensive development.

Overall, this study has certain limitations in exploring the sustainable development of rural tourism in Wuyuan. Future research can further improve methods and data, deepen strategic research and evaluation, broaden research perspectives, better promote the sustainable development of rural tourism in Wuyuan, and provide more beneficial reference and inspiration for the development of rural tourism in other regions.

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