

Original Paper

Research on Rural Tourism Product Development from the Perspective of Education—A Case Study of Huangu Town, Ziyang County, Shaanxi Province

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Abstract

Nowadays, the rapid development of rural tourism for the economic development of rural areas. However, with the trend of increasingly diversified, personalized and experiential tourism demands of tourists, rural tourism products have different degrees of “lag” in resource development, business philosophy, service level and other links. At the same time, educational tourism, as a new form of special tourism, is favored by the tourism market, but it also faces “bottleneck” problems such as shortage of tourism resources and single form of activities. This paper tries to combine rural tourism with educational tourism from the perspective of education. Starting from the idea that educational tourism develops in rural areas to excavate the cultural connotation of rural tourism resources and improve the product level, this paper studies the development of rural educational tourism products under the background of experience economy. And through the empirical study of Huangu Town area in Shaanxi Province to demonstrate and guide the development effect of rural educational tourism products in concrete practice.

Keywords

educational perspective, rural tourism, product development, Huangu Town

1. Introduction

As one of the pillar industries of the national economy, tourism has been attached great importance by the whole society. In particular, the country strongly supports the reconstruction of the national economy after the epidemic, and the importance of developing tourism is obvious. Therefore, under the concept of harmonious development between man and nature advocated by today's society, a new form of integrating education, experience and rural tourism is proposed to design rural education tourism products, so as to enhance the educational function of rural tea culture tourism and rural parent-child tourism.

Recently, Shaanxi Province proposed to seize the development opportunity of eco-tourism industry centered on the beautiful natural scenery in southern Shaanxi Province, and made plans according to relevant indicative policies of The State Council and provincial government. In recent years, the construction of Huanggu Town, Ziyang County, Shaanxi Province has made a great breakthrough. Based on the unique natural conditions, geographical location and historical background of tourism resources, such as Hanjiang Gallery, tribute tea town and Dongming Nunnery, as well as the historical opportunity of mountain migration and the construction of tourism county in southern Shaanxi, the tourism construction of Huanggu town is started.

The author focuses on the low correlation degree of tourism development in Huanggu Town and the relatively backward tourism planning. From the practical point of view, the author hopes to help realize the revitalization of tourism in Huanggu Town of Ziyang County, and proposes to drive regional economic development with the characteristic rural education and tourism industry chain, so as to change the rural life style, promote the transfer of rural labor force to non-agricultural industries, and improve the civilization level of market towns. To the effective protection and reasonable development of tourism resources, under the premise of improve the quality of ecological environment, efforts to create a good environment for tourism development of rural education, making it a Ziyang County emerging pillar industry, boost the local economy, local traditional culture.

2. Background

2.1 Current Situation of Huanggu Town

Huanggu Town belongs to Ziyang County, Ankang City, Shaanxi Province. It is located in the northwest of Ziyang County, east to Haoping Town, Shuangan Town, south to Chengguan Town, Xiangyang Town, west to Red Chun Town, Dongmu Town, north to Hanwang Town, with jurisdiction over 9 administrative villages, 1 neighborhood committee, total population of 13,132 people (2017), total area of 108.58 square kilometers (2020). Huanggu Town has fertile land, lush trees and beautiful mountains (Figure 1). There are 14,400 acres tea garden, 2,000 acres citrus, 3,000 acres mulberry garden and 8,000 acres chestnut. Huanggu Tea is the production place of famous tea in Ziyang dynasties, the birthplace of tea culture in Ziyang County and even in southern Shaanxi Province, and the origin protection area of selenium-rich tea. Among them, "Ziyang Wuzhen" Maojian tea is the historical brand

of Tang Dynasty imperial tea, and the soul and endorsement product of Ziyang selenium-rich tea. On September 24, 2019, Huanggu Town (green tea) was selected into the ninth batch of national “One Village, One product” demonstration villages list.



Figure 1. Topographic Distribution Map of Huanggu Town

2.2 Social Policy Perspective

2.2.1 Rural Tourism Is Booming

Although our agricultural tourism started relatively late, it has been in the booming state under the strong support of the country. Launched by the Ministry of Culture and Tourism in 2022, the “Village Evening” series of products with strong Chinese flavor adopts the integrated approach of local areas and the integration of online and offline to show the new look of the new countryside in the new era, and further contribute to the rural revitalization and the construction of civilized village style. The development of rural tourism products should not only pay attention to the grab of economic benefits, but also pay attention to the educational function of rural tourism for the development of humanistic spirit and industry.

2.2.2 New Theme of Experience Economy

Former Soviet educator B A Cyxomjnhcknn put forward: “successful experience is a huge plot power”. Human society has entered the 21st century, with the social progress and economic development, a new wave of economic development experience economy has become increasingly prominent. In the age of experience, people advocate the pursuit of personalized and distinctive personal feelings to enrich their daily life world. In tourism activities, Disneyland, Hard Rock Restaurant and Las Vegas are all examples of the combination of experience economy and tourism, and set off a boom in experience economy development worldwide.

2.2.3 Research Travel Becomes a New Trend in the Future

With the advent of knowledge economy, more and more people want to travel after the material conditions are rich. At the same time, the idea of lifelong education was put forward, and more people began to pay attention to the development and improvement of themselves and the next generation. Travel as a way of leisure and entertainment to meet the needs and responsibilities of individuals, social culture and education. In the era of knowledge economy, education has become the key factor of

sustainable development of tourism.

In order to satisfy the development of students' quality education and the development of national education, the national government has issued a series of policies and opinions. In 2016, the Ministry of Education issued Opinions on Promoting postgraduate travel for Primary and Secondary School Students, which clearly pointed out that all localities should place postgraduate travel in a more important position and accelerate the healthy development of postgraduate travel. Under the active advocacy of the government and the development needs of today's students, research travel, as a new way of student social practice, is developing vigorously.

3. Methods and Contents

3.1 Research Methods

3.1.1 Literature Review Method

Through the library related books and documents, network information resources, digital literature journals and other channels to obtain the relevant tourism experience and educational tourism literature data. This paper is selected according to the theme and content of the paper, and then the theoretical and practical results are left as the main material and theoretical basis of this study.

3.1.2 Inductive Analysis Method

On the basis of summarizing the researches on educational tourism and tourism product development at home and abroad, this paper integrates the theories related to pedagogy and educational psychology into the design of rural educational tourism products, summarizes the meaning and types of rural educational tourism and its products from the perspective of education, and applies them to the empirical research on rural educational tourism.

3.1.3 Field Study Method

This study needs to go into the field for in-depth investigation. The research scope is mainly concentrated in Huanggu Town, Ziyang County, Shaanxi Province. In terms of the content of the survey, it focuses on the current situation and development potential of rural education tourism development in these areas, and carries out a fixed spot investigation of typical rural tourism areas (scenic spots, scenic spots) to understand the common problems faced by domestic rural development and the development status of the educational function of tourism products, thus putting forward the necessity of improving the educational function of rural tourism products.

3.2 Research Contents

This paper tries to combine rural tourism with educational tourism to study rural educational tourism products. Based on the existing theoretical research on rural tourism and educational tourism, based on the theories related to educational psychology, tourism experience and tourism product development, this paper studies the concept, definition, characteristics and types of rural educational tourism[5]. In addition, the feasibility of rural education tourism is analyzed from the aspects of the current situation of the development of educational tourism and rural tourism market, the consumption demand trend of

educational tourists and the consumption behavior of student groups.

Also from the product development “education as the theme, experience as the form, rural as the carrier” three parts of the analysis. Rural educational tourism products mainly start from the principles of tourism product development and analyze the application of tourism product development mode. This paper mainly focuses on Huanggu Town in Ziyang County, Shaanxi Province, and analyzes the current situation and conditions of educational tourism resources in this area combined with the local actual situation, and develops and designs the specific product project of rural educational tourism in Huanggu Town.

4. Discussion

4.1 Feasibility Study and Analysis of Rural Educational Tourism

The feasibility study of rural educational tourism mainly focuses on the correlation analysis between rural tourism and educational tourism. Through the analysis of the current development status of rural tourism and educational tourism, the product form of educational tourism is enriched through the carrier of rural environment.

4.1.1 Current Situation and Trend of Rural Tourism Development

4.1.1.1 The Product Concept Is Vulgar, and the Brand Positioning Is Significantly Similar

At present, there is still a certain gap between the business philosophy of rural tourism operators in most areas and the needs of tourists, leading to the serious vulgar trend of the business philosophy of rural tourism, mainly reflected in such as environmental characteristics, product connotation, service level and quality often not enough attention. There are many gaps and misunderstandings in the brand positioning and maintenance of rural tourism by most operators. There are deficiencies and similarities in brand differences, publicity media, operation and management, services and technical support.

4.1.1.2 Urbanization of Local Culture and Insufficient Authenticity of Rural Tourism

The core of rural tourism culture comes from the provinciality, and the pastoral scenery, village landscape and rural culture are the main carriers of the provinciality, especially the local culture is its fundamental support. At the same time, a large number of urban tourists participate in rural tourism activities, which has a great influence on the local community culture, making the local culture of the tourist destination increasingly missing, resulting in a kind of mixed urban and rural cultural landscape. Therefore, rural tourism development mainly pays attention to the protection of these three carriers to avoid landscape and cultural urbanization, in order to have a unique rural attraction.

4.1.1.3 Chaotic Management Mode and Serious Spontaneous Industrial Organization

Rural tourism lack of overall planning and development, small-scale management, low-level development, environmental damage phenomenon is serious. In addition, with “rural farmhouse music” as the representative form of tourism, all regions lack the characteristic development of “one district, one color” and “one village, one product”. On the whole, small scale and independent management not only cause waste of resources, but also make rural tourism products of low level, affecting the

sustainable development of rural tourism.

4.1.2 Current Situation and Problems of Educational Tourism Development

The early development of educational tourism originated from the Netherlands, Denmark and other western European regions in the 1970s and then expanded to the whole world. In the 1990s, educational travel was introduced into Chinese travel market, among which the earliest was the development of educational farm in Taiwan area. In addition, the Opinions of 11 departments including the Ministry of Education on Promoting postgraduate Travel for primary and secondary School Students put forward by the Ministry of Education specifically points out that postgraduate travel should be included in the teaching plan of primary and secondary school education for young people.

But there are still many deficiencies in educational tourism activities. The first point is the single form of tourism products. At present, the launch of products designed for young students in the tourism market is essentially a copy of traditional tourism products on young students. Most of the study tour products are only slight changes on the basis of the regular tour products, lack of pertinency. The second point is that the operation of tourism enterprises is chaotic. Excellent and uneven education tourism reception departments lead to extremely non-standard service content, no equipped with a certain qualification of education service team and perfect logistics service system. The third point is the lack of security risks. As the objects of educational tourism are mainly students, compared with traditional tourism activities, the setting and consideration of the safety of organization, transportation and reception in the process of educational tourism need to be more strict. At present, most scenic spots and tourism enterprises tend to design and equip safety equipment and measures mainly for adult tourists, and it is unable to form a safety measure design and emergency measures for teenagers.

4.1.3 Integrated Development of Rural Tourism and Educational Tourism

Generally speaking, the development of rural tourism appears the problem of good and bad, which is mainly reflected in the in-depth development of tourism resources, the innovation and development of tourism market, the renewal of tourism product concept, the urbanization of local culture, the assimilation of brand positioning, the spontaneity of industrial organization and other links. On the basis of protecting natural ecology and cultural resources, rural educational tourism attaches importance to exploring local culture and farming culture, and strengthens participation experience, educational cognition and other functions on the basis of carrying rural tourism. In the integration and development of tourism resources, the integration and development of tourism resources, the mining of tourism product concept, the theme culture of education tourism, the characteristics of tourism experience education and the initial development of industrial organization and other links form a complementary situation with the development of traditional rural tourism, which also provides an opportunity for the transformation and development of traditional rural tourism.

4.2 Specific Design of Rural Tourism Education Products

4.2.1 Elements of Rural Tourism Education Product Development

4.2.1.1 Design Concept

The design and development of rural educational tourism products should take tourism demand as the starting point, highlight the “people-oriented” of tourism products, and further reflect the educational needs of tourists in different stages and different backgrounds. Specifically, the design of rural educational tourism products starts from the two clues of tourism demand and education goal from the perspective of tourism and education, and divides the main body of rural educational tourism activities into three main objects: students, family parent-child groups and elderly groups (Figure 2).

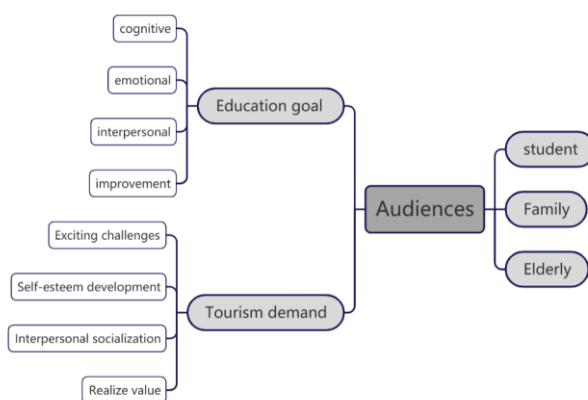


Figure 2. Schematic Diagram of Rural Education Tourism Product Design Concept

Different groups have different aspects of tourism needs and educational emphasis. The needs of students mainly lie in relaxation and stimulation needs and self-esteem development needs, while the educational emphasis highlights the cultivation of cognitive and emotional aspects. The parent-child group paid more attention to the establishment of interpersonal relationship, emotion and values in terms of demand and education. Compared with the middle-aged and elderly groups, they focus on self-improvement and the realization of their own value.

4.2.1.2 Educational Orientation of Rural Tourism Education Products

As educational tourists are learners with a purpose, a plan and a system, in order to achieve their learning objectives, they should arrange and hire full-time staff and teams, mainly teachers or experts in a certain field. Through the interaction between tourists and the educational content and influence of the products in the tourism activities, the participants can have the travel experience of “middle learning and middle learning”.

In rural educational tourism, the interaction between different educational experiences and tourism products is bound to improve tourists’ views or skills, but different product functional positioning leads to the development of different views or skills. Therefore, the functional positioning of tourism products needs to be integrated into the objectives of educational activities. When tourists devote

themselves to rural educational tourism, the interactive experience between tourists and educational tourism products also reflects the specific feeling and grasp process of the elements of educational significance contained in specific tourism products.

4.2.2 Manifestations of Rural Educational Tourism Products

In this paper, the design of rural educational tourism products is mainly based on educational tourism resources, on the premise of consumer demand, tourism experience as the core. From the rural education tourism resources, market demand and tourism experience to carry on the specific analysis of various products.

4.2.2.1 Theme Resource-Based Tourism Product—Rural Tea Culture Tour

Based on the local tea resources in Huanggu Town and combined with the landscape, industry, ecology and other features of the region, the cultural elements in the cultivation, production, appreciation and sales of tea are extracted and integrated. Through a series of interactive activities and games with educational themes, tourists can understand the tea culture of the region through participating in the activities.

Rural tea culture tour mainly takes tea culture as the theme of tourism activities, and tea culture includes the beautiful artistic conception of the whole process of tea tasting, such as appreciation of tea tasting techniques, artistic operation means, appreciation of the beautiful environment of tea tasting. In tourism activities, the specific expression of tea culture is mainly through the local commentator, tea farmer, tea merchant, relevant promotion personnel and various professionals acting as lecturers to interact and explain with tourists. In the activity, the specific links are set up in the form of learning courses, which are divided into a series of activities such as tea cultivation and picking, tea production and processing, introduction and appreciation of by-products, tea art and practice, and tea culture. According to the tea resources in rural crops, rural tea culture tourism products, especially the cultural connotation of tea, infiltrate into specific activities to make tourists obtain educational significance and value through the production process of tea. In concrete practice, the educational function of rural tea culture tour can be hierarchically reflected for tourists of different ages, and different forms and difficulty Settings can be carried out according to different activity contents to maximize the educational function.

4.2.2.2 Market Demand Tourism Product—Rural Parent-Child Tour

Rural parent-child tour is carried out in the rural environment for urban families. The parent-child family is taken as the object of learning and interactive experience activities in life, so as to realize tourists' cognitive learning, skill learning and emotional learning in the process of activities. Specifically, rural holidaying on the one hand, by science practice and a series of theme activities make tourists (mainly for adults and children) in some aspects of their education popularization and skills, in addition by rural home stay facility form, between parents and children in daily life experience, cultivate their good habits of life and ideology and moral character, and to establish harmonious and close family ties. In rural home stay tourism, the product setting and value are mainly reflected in the

satisfaction of the travel needs of family groups in the process of rural education tourism, and different types of activities achieve different educational goals and gains for tourists.

4.3 Case Study of Rural Education Tourism Product Development

This paper takes Ziyang County of Shaanxi Province as a case of rural education tourism development, combined with the current situation of local tourism development to carry out an analysis of the development of rural education products in Huanggu Town, and put forward strategies and suggestions for specific tourism project development.

4.3.1 Analysis of the Development Conditions of Educational Tourism in the Study Area

4.3.1.1 SWOT Analysis of Rural Education Tourism Development

Advantages: the first point is superior traffic location, urban economic development is fast. The study area is close to Ankang Urban area. With the development of rural revitalization, the relationship between Ankang urban area and this area will be closer, which will provide more development opportunities for this area. The second point is that tourism resources are abundant and diverse. This place has beautiful scenery, humid and suitable climate, adjacent to mountains and surrounded by water, and has not carried out large-scale commercial development, so it has sufficient resources to be mined. Mainly represented by the original ecological scenery and traditional agricultural production landscape, it provides a good environment and platform for the development and design of rural educational tourism resources.

Disadvantages: The first point is limited land use in mountainous areas, restricted space for expansion. As educational tourism activities are mainly dominated by young tourists, the complex mountain environment in the wild also brings pressure on the safety and convenience of tourism activities. The second point is weak infrastructure and weak industrial support. Although the development of infrastructure in the region has reached certain conditions, there is still a certain gap between the requirements of educational tourism activities, especially the cultural quality of service personnel and the scientific and technological input of hardware facilities.

Opportunities: the improvement of external traffic and urban expansion bring construction opportunities. Diversified tourism demand makes modern people expect more and more to get close to nature, and carry out tourism activities by meeting their own cultural and leisure needs, which provides a market for the development of rural educational tourism in suburban areas.

Challenges: Challenges of ecological protection and tourism development. At present, although it is the original ecological area with beautiful environment, harmonious development of nature and human beings, but with the development of tourism resources, the development of tourism activities, the increase of tourists, it will inevitably be damaged to different degrees. Development and protection should not be neglected, protection is more than development.

4.3.1.2 Tourism Market Classification

From the source of tourists, in addition to the local residents of Huanggu town, the rest of the tourists mainly come from several surrounding cities, such as Ankang city, Xi'an city, etc. These regions have

relatively developed economy, convenient transportation, strong travel ability and huge tourism market potential, thus providing tourist market support for the development of educational tourism in Huanggu Town (Table 1).

Table 1. Tourist Source and Transportation Mode of Huanggu Town

Attribute	Sample	Sample size	Sample ratio (%)
Source of tourists	Huanggu Town	15	8.98
	Ankang City (except Huanggu Town)	114	68.26
	Shaanxi Province (except Ankang City)	27	16.17
	Domestic (except Shaanxi Province)	11	6.59
Travel mode	Self-drive	138	83
	Train	21	13
	Passenger vehicle	5	3
	Special tourist line	3	2

In terms of the age of tourists, the proportion of teenagers and the elderly market is large, the proportion of middle-aged tourists needs to be improved (Figure 3). Through the investigation in the main tourist attractions of Huanggu Town, it can be concluded that the age composition of tourists in this area shows the characteristics of big at both ends and small in the middle. The proportion of young people in the market is high, the proportion of the elderly market is large, and the middle-aged market is small. From the perspective of tourist occupation, the composition of tourist occupation in this region presents diversified characteristics. The proportion of students, retirees and management personnel in enterprises and institutions is large, accounting for 77.24% in total. The number of workers, farmers and self-employed people is small and relatively uniform, accounting for 4%-5% (Figure 4).

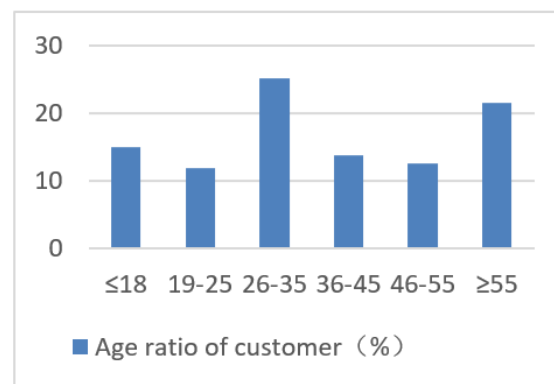


Figure 3. Age Distribution of Tourists in the Study Area

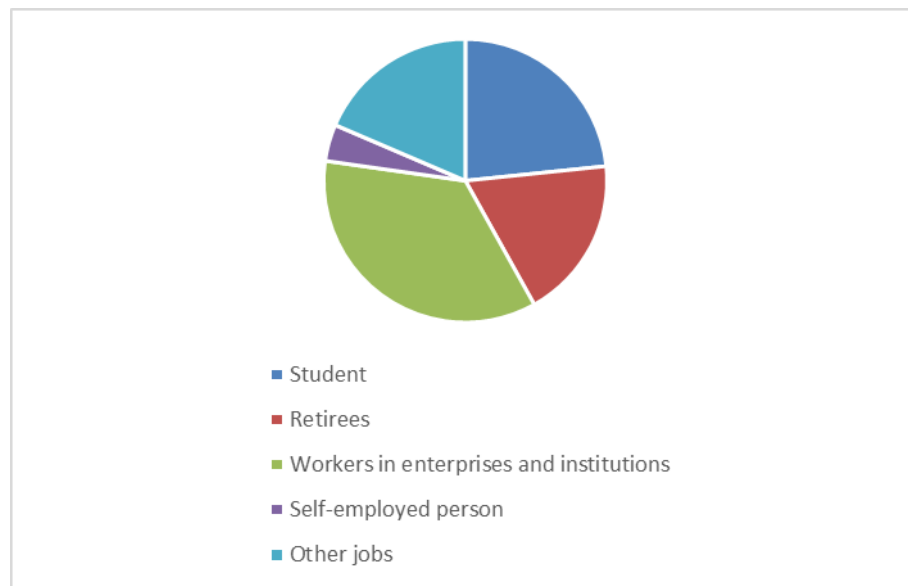


Figure 4. Tourist Occupation Classification Map of Huanggu Town

4.3.2 Suggestions on the Development of Educational Tourism Products in Huanggu Town

4.3.2.1 Research and Popular Science Camp

Research and popular science camp set accommodation and catering as one. Rebuild the original family buildings. The main material of the building is wooden house, supporting toilets, restaurants, housing and other infrastructure. Operators may set up home kitchens, painting studios, dance studios, gyms and other characteristic service facilities. Outside the camp planting flowers and plants, the overall create fresh scenery, warm pastoral atmosphere. The project products of “Research and Science Popularization camp” mainly provide a place for the development of tourism activities with educational significance of games. Through games with different themes, visitors can gain knowledge and culture in the process of experience. Besides team activities to develop the interpersonal skills and techniques, through different difficulty Settings, to exercise the tourists psychological and physical quality.

4.3.2.2 Tao Yiju Tea House

Tao Yiju tea houses spread north and south along the stream. The key construction projects of this scenic spot include Nanshan Tea Garden, colorful tea art, fun tea making, leisure tea tasting and tea house service center. The project products of “Tao Yi Ju Tea House” mainly focus on agricultural production, providing urban people with a theme park that can carry out agricultural work. Through a series of intuitive teaching AIDS such as knowledge explanation and physical display on the growth, cultivation and harvest of tea crops, we can popularize agricultural science knowledge and local culture. According to the principles of landscape ecology, the tea trees are arranged reasonably, and a park for tea picking, tea making and tea tasting is built for leisure, education and experience. The popular science knowledge of tea in life preservation and health is educated by means of pictures and texts. Establish cooperative relations with primary and secondary schools in surrounding cities, combine the

agricultural knowledge in the curriculum of primary and secondary school students with the scientific research content of the base, and the experts of the base will answer questions for students, such as explaining the process of cutting and training, seed selection and seed production of tea trees to feel the practical significance of agricultural scientific and technological progress to economic and social development.

5. Conclusion

Rural educational tourism is a new type of tourism activity that combines rural tourism and educational tourism in terms of tourism resources, tourism market demand and experience. Rural educational tourism specifically refers to tourism in which tourists seek pleasant educational experience as the fundamental purpose. By rural tourism attractions and the cognition and interaction of information, makes the tourists in the tourism process to realize their knowledge and skills of individual development, the formation of “learning while playing” personalized tourism activities.

The development of rural educational tourism products is affected by many factors such as natural resources, social economy, politics and culture. Therefore, to create a benign and scientific development environment, so that all stakeholders can benefit fairly, form a good interaction, and effectively realize the market supply and demand balance of rural educational tourism products. It will contribute to the scientific, efficient and sustainable development of rural educational tourism products.

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