Original Paper

Tourist Demand-Based Development Strategies for Yan'er Valley Rural Tourism Complex in Dabie Mountain Area

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Abstract

This article focuses on the research of development strategies for the Yan'er Valley rural complex in the Dabie Mountains based on tourist demand. Under the background of promoting rural revitalization strategy and upgrading tourism consumption, there are problems such as homogenization in the planning of rural integrated tourism in China. Therefore, it is of great significance to study the development strategies of Yan'er Valley. By designing and distributing questionnaires, 437 valid questionnaires were analyzed, and it was found that the respondents exhibited multidimensional distribution in terms of demographic and socio-economic characteristics. Tourists attach great importance to the unique features such as natural scenery, cultural connotations, and suitable travel period of the Yan'er Valley Rural Complex, and also pay more attention to tourism environmental factors such as transportation and infrastructure. Tourists are looking forward to agricultural experiences, specialty cuisine, etc. The internet is the main channel for learning about the complex. Most tourists are willing to spend 201-500 yuan and prefer self driving tours. They can accept a one-way travel time of 1.5-2.5 hours and choose to stay for 2-3 days. Based on this, development strategies are proposed from the aspects of target market positioning and marketing, strengthening unique features, improving the tourism environment, meeting tourist needs, expanding promotional channels, optimizing product pricing and services, improving transportation facilities, and designing diversified tourism products. Finally, it is pointed out that there are issues with questionnaire design, sample selection, and forward-looking considerations in the research. Future directions include combining new technologies, conducting cross regional comparative studies, exploring industry integration, and strengthening research on tracking tourism experience quality.

Keywords

Dabie Mountain, Yan'er Valley Rural Complex, Tourists' demand, Development Strategies

1. Introduction

1.1 Research Background

The comprehensive promotion of the rural revitalization strategy has highlighted the importance of the agriculture, rural areas, and farmers (three rural issues) (Han, 2020). Since the 19th National Congress proposed this strategy, relevant policy documents in 2021 have continued to emphasize the importance of developing agriculture, improving the rural environment, and increasing farmers' income. The concept of rural integrated complex was born in 2017 (Chen & Akita, 2021). As a new model of rural comprehensive development, it integrates modern agriculture, leisure tourism, and rural communities, and various provinces actively promote project construction. For example, in 2012, the "Pastoral Orient" in Yangshan Town, Wuxi, achieved remarkable results in economic development, improvement of residents' lives, cultural inheritance and other aspects by virtue of its geographical and resource advantages. It was written into the No. 1 central document in 2017, which triggered extensive practice and showed broad prospects for development.

With the upgrading of tourism consumption, tourism experience has become an important way for people to pursue spiritual satisfaction (Kim, Badu-Baiden, Kim, Koseoglu, & Baah, 2024). However, China's rural integrated tourism faces problems such as homogenization of planning and insufficient product innovation, making it difficult to meet the deep experiential needs of tourists (Liu & Chen, 2024). In this situation, it is extremely necessary to study the development of the Yan'er Valley rural complex in the Dabie Mountains from the perspective of tourist demand. This not only helps Yan'er Valley to accurately position itself, optimize products and services, solve development difficulties, and achieve sustainable development, but also provides reference for other rural complexes, enriches relevant theoretical and practical achievements, and assists in the implementation of rural revitalization strategies.

1.2. Research Purpose and Significance

1.2.1 Research Purpose

The purpose of this study is to explore in depth the relevant influencing factors of tourists' demand for tourism in the Yan'er Valley Rural Complex in the Dabie Mountains. By designing and distributing questionnaires, a comprehensive analysis of the questionnaire data is conducted to understand tourists' demographic and socio-economic characteristics, the degree of importance they attach to various characteristic factors of the rural complex, tourism demand preferences, consumption willingness, travel modes, and stay time. This can provide targeted and actionable optimization suggestions for the development and construction of the complex, in order to meet tourists' needs, enhance the competitiveness and attractiveness of the complex, and promote its sustainable development.

1.2.2 Research Significance

This study has significant theoretical and practical implications. In theory, by analyzing the multidimensional characteristics and needs of tourists, the relevant theories of rural integrated tourism demand have been enriched, providing specific cases and data support for subsequent research and

helping to improve the theoretical system of rural integrated tourism development. In practice, targeted measures based on tourist demand analysis can help improve the quality and service level of Yan'er Valley Rural Complex, meet tourist needs, and enhance competitiveness; Attracting more tourists, driving the development of local industries such as catering, accommodation, and agricultural product sales, increasing employment, promoting local economic growth, and promoting rural revitalization; At the same time, the research results can provide reference for the development and construction of other rural complexes, promote the healthy and orderly development of the entire rural complex tourism market, and meet people's growing demand for tourism consumption.

2. Current Status of Yan'er Valley Rural Complex Construction in the Dabie Mountains

After more than a decade of careful development, Yan'er Valley in Luotian County has successfully built a rural complex that integrates various industries such as agriculture, tourism, culture, animal husbandry, and education. This complex has achieved significant success in terms of scale, projects, honors, economic achievements, etc., but at the same time, it also faces some development challenges.

The Yan'er Valley Scenic Area covers a vast area of 12000 acres, with a variety of projects and complete functions within the area. In terms of sightseeing landscapes, multiple flower viewing and roaming parks such as Tea Plum Garden, Plum Ridge, and Cherry Garden have been set up, providing tourists with a good place to get close to nature and appreciate flowers. In terms of cultural and tourism education, there are 70 acres of leisure agriculture labor education base, Dabie Mountain national defense military education base and other cultural and tourism parks, as well as preserved natural and cultural attractions such as Dabie Mountain Rural Craftsman School and Meiling Wealth Tree, which have both educational significance and ornamental value. In terms of supporting services, the scenic area has a landmark premium product exhibition area, providing comprehensive catering and accommodation services. In addition, a tourist town themed around the folk culture of the Dabie Mountains - Tea Plum Town - has been developed, as well as the first retirement community for returning home - Yan Gui Yuan. Major attractions such as the Rural Craftsman Training Center have also been opened. The first phase of the retirement apartments covers an area of 8900 square meters and has 210 beds, meeting the needs of different groups of people.

Since 2014, Yan'er Valley has successively won multiple important honors in its development process. In June 2014, it was awarded the title of "Key Leading Enterprise in Agricultural Industrialization in Hubei Province" and successfully passed the national 3A level scenic spot certification in December of the same year. In 2015, its main scenic spot Yanwo Village became a national tourism poverty alleviation demonstration site, and Yan'er Valley Ecological Farm was awarded the "Top Ten Demonstration Farms" in Hubei Province and recognized as a leisure agriculture demonstration site in Hubei Province. In order to further attract tourists, since 2015, Yan'er Valley has planned and held multiple tourism festivals such as the "Dabie Mountain Tea Plum Festival" and the "Dabie Mountain Plum Blossom Festival". These activities have achieved significant results. As of 2019, they have

successfully attracted 380000 visitors and generated a comprehensive tourism revenue of over 100 million yuan. The development of the tourism industry has also driven the growth of local farmers' income. By 2020, the per capita net income of farmers reached 16300 yuan, which is three times that of five years ago. At present, Yan'er Valley is actively striving to become a 4A level scenic spot, committed to becoming a national demonstration project for leisure agriculture and rural tourism. Leisure agriculture and rural tourism have become important pillars of local economic development, providing residents with abundant employment opportunities.

Although Yan'er Valley has achieved many accomplishments, it also faces multiple challenges in its development process. On the one hand, the problem of lagging infrastructure is prominent. Roads, landscapes, and amusement facilities are still under construction, limited options for dining and accommodation, and inadequate planning for parking lots, all of which have resulted in a poor tourist experience and affected the reputation and attractiveness of the scenic area. On the other hand, the homogeneous competition of projects has intensified. The folk villages in surrounding areas such as Jiuzihe Town and Baimiaohe Town, as well as scenic spots such as "Colorful Flower and Fruit Mountain" and "Ten Mile Lotus Pond", are rapidly replicating the ecological tourism model, directly competing with Yan'er Valley, which poses a risk of diluting the characteristic projects of Yan'er Valley's integration of agriculture, tourism, culture, and education.

3. Tourist Demand Analysis Based on Questionnaire

3.1 Questionnaire Design and Distribution

3.1.1 Questionnaire Design

The purpose of this questionnaire design is to explore in depth the relevant influencing factors of tourists' demand for tourism in the Yan'er Valley Rural Complex, in order to provide optimization suggestions for the development and construction of the complex. During the design process, some existing questionnaires from relevant references were referenced, and the final design was completed based on the specific requirements of the research topic in this article. The questionnaire is mainly divided into two parts. The first part focuses on the basic information of the respondents, including gender, age, education level, occupation, income, and place of residence; The second part, as the main body, focuses on investigating the key factors that affect tourists' travel to the Yan'er Valley Rural Complex, such as the respondents' level of understanding, willingness to participate, tourism environment, and transportation conditions.

3.1.2 Questionnaire Distribution

To ensure the quality of the questionnaire, a pre survey was conducted before the formal survey. The pre survey mainly distributed 70 questionnaires through offline methods. After screening and removing questionnaires with incorrect answers, missed answers, and answer times less than one minute, there were 64 valid questionnaires remaining. Subsequently, validity and reliability analysis was conducted on them, and some content was adjusted based on feedback from respondents. The official survey was

conducted from March 1st to 22nd, 2025, using online methods and distributing questionnaires through WeChat and QQ channels. A total of 450 questionnaires were collected, including 437 valid questionnaires, with a completion rate of 97.11%.

3.2 Questionnaire Data Analysis

3.2.1 Analysis of Interviewee Characteristics

The respondents exhibit multidimensional distribution in terms of demographic and socio-economic characteristics, providing rich, comprehensive, and multi-faceted references for studying the demand of tourists for the Yan'er Valley Rural Complex in the Dabie Mountains. This makes the research on development strategies for the Yan'er Valley Rural Complex in the Dabie Mountains based on tourist demand more targeted and comprehensive. In terms of demographic characteristics, the gender structure is relatively balanced, with males accounting for 49.0% and females accounting for 51.0%, which can avoid the influence of gender bias on research results; There is a significant difference in age distribution, with the highest proportion of people aged 19-30, reaching 48.7%. They have abundant tourism vitality and a strong desire to explore, and pay high attention to emerging forms of tourism such as rural complexes. The age group of 31-45 accounts for 31.6%, with a certain economic foundation and consumption ability, while the age group of 60 and above only accounts for 5.3%, which may be limited by travel ability; In terms of cultural level, 39.8% of the participants have a college or undergraduate degree, which can provide feedback information with certain depth and breadth. 15.3% have a master's degree or above, and their opinions are more professional and rational. 15.2% have a junior high school or lower education, and 29.5% have a high/vocational school or technical school education. The participation of people with different cultural levels enables the study to understand needs from multiple perspectives. In terms of socio-economic characteristics, there is a wide distribution of occupations, with students accounting for 12.8%, emphasizing tourism experience and cost-effectiveness. Employees in enterprises/institutions account for 12.6%, while civil servants account for 11.7%. Their income is stable and they have more leisure time. The demand for tourism is strong, with individuals and private business owners accounting for 14.9%. Their economic conditions and consumption concepts have a unique impact, with farmers accounting for 5.3% and unemployed people accounting for 13.7%. Other occupational groups have added different perspectives; In terms of monthly income, the highest proportion of respondents, accounting for 45.5%, are between 3000-6000 yuan, which is an important part of the tourism market. 27.5% of respondents are between 6000-9000 yuan, and 9.8% are between 9000-15000 yuan. The participation of different income groups helps to understand the needs of consumers with different economic strengths; In terms of residence, 45.5% of the respondents are from Huanggang City outside of Luotian County, which is the main source area, indicating that the Yan'er Valley Rural Complex has great appeal to the surrounding areas. 20.4% are from within Luotian County, and 15.8% are from Hubei Province (excluding Huanggang), reflecting its radiation range and market coverage. In addition, most of the respondents have been to the rural complex.

Table 1. Characteristic Analysis of Respondents

Variables	Characteristic Indexes	Frequency	Percentage
Gender	Male	214	49.0
	Female	223	51.0
Age	Under 18 years old	28	6.4
	19-30 years old	213	48.7
	31-45 years old	138	31.6
	46-59 years old	35	8.0
	Age 60 and above	23	5.3
Education level	Junior high school or below	67	15.3
	High school/vocational school	129	29.5
	College and undergraduate	174	39.8
	Master's degree or above	67	15.3
Vocation	Student	56	12.8
	Employee of enterprises/institutions	55	12.6
	Civil servant	51	11.7
	Teacher	33	7.6
	Worker	43	9.8
	Retired personnel	16	3.7
	Individual and private worker	65	14.9
	Farmer	23	5.3
	No occupation	60	13.7
	Other	35	8.0
Monthly income	Less than 3000 yuan	56	12.8
	3000-6000 yuan	199	45.5
	6000-9000 yuan	120	27.5
	9000-15000 yuan	43	9.8
	Above 15000 yuan	19	4.3
Residence	Luotian County	89	20.4
	Outside of Luotian County Huanggang City	199	45.5
	Hubei Province (excluding Huanggang)	80	18.3

Variables	Characteristic Indexes	Frequency	Percentage
	Outside Hubei Province	69	15.8
Have you been to Yan'er Valley Rural Complex?	Yes	322	73.7
	No	115	26.3

3.2.2 Analysis of Characteristic Factors of Rural Complexes

(1) Analysis of Unique Characteristics and Factors of Yan'er Valley Rural Complex

Tourists attach great importance to the natural scenery, cultural connotations, and suitable tourism period of the Yan'er Valley Rural Complex, with "very important" and "relatively important" accounting for 57.2%, 58.8%, and 58.8% respectively. This indicates that beautiful natural landscapes are the key to attracting tourists, and the complex should protect and optimize the natural landscapes and create characteristic tourist routes; Tourists have high expectations for local cultural elements and can deeply explore rural culture and integrate it into tourism projects; It is also necessary to plan the travel activity time reasonably and promote products according to the season to extend the peak season. However, there are differences in the frequency, experience, and brand appeal of tourism activities. 43.9% of tourists hold a "Neutral" attitude towards activity frequency, reflecting that activity arrangements do not meet diverse needs. Therefore, the types and frequency of activities can be increased; 61.7% of tourists attach great importance to the experiential experience of activities, and require attention to activity design and organization, as well as enhancing interactive fun; 41.9% of tourists hold a "Neutral" attitude towards brand attractiveness, indicating that brand influence needs to be improved and promotion can be strengthened to establish an image.

Table 2. The Level of Importance Tourists Assign to the Distinctive Features of the Yan'er Valley Rural Complex

Characteristic indicators	Not at all		Less important		Neutral		Relatively important		Very important	
Variables	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Unique natural scenery	45	10.3	42	9.6	100	22.9	103	23.6	147	33.6
Cultural connotation	26	5.9	70	16.0	84	19.2	153	35.0	104	23.8
Suitable travel period	38	8.7	69	15.8	73	16.7	104	23.8	153	35.0
Frequency of	32	7.3	62	14.2	192	43.9	76	17.4	75	17.2

Characteristic indicators	Not at all		Less important		Neutral		Relatively important		Very important	
tourism activities										
Experiential tourism activities	47	10.8	53	12.1	67	15.3	109	24.9	161	36.8
Brand attractiveness	51	11.7	36	8.2	183	41.9	85	19.5	82	18.8

(2) Analysis of Tourism Environmental Factors in Yan'er Valley Rural Complex

Tourists place a high level of importance on multiple tourism-related environmental factors at Yan'er Valley Rural Tourism Complex. Specifically, over 60%, nearly 60%, and over 60% of visitors consider traffic conditions, infrastructure, and accommodation and catering conditions as "very important" and "relatively important," respectively. For tourism service level and sanitary environment, these proportions exceed 57% and nearly 58%, respectively. Meanwhile, over 41% of tourists rate reception capacity as "relatively important" or "very important." This indicates that convenient transportation, well-developed infrastructure, high-quality accommodation and dining, professional tourism services, a clean and hygienic environment, and reasonable reception capacity are key factors in attracting tourists and enhancing satisfaction.

Table 3. The Level of Importance that Tourists Attach to the Tourism Environment Factors of Yan'er Valley Rural Complex

Characteristic indicators	Not at all		Less important		Neutral		Relatively important		Very important	
Variables	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Traffic conditions	47	10.8	59	13.5	67	15.3	110	25.2	154	35.2
Infrastructure	46	10.5	45	10.3	89	20.4	131	30.0	126	28.8
Accommodation and catering conditions	41	9.4	41	9.4	92	21.1	107	24.5	156	35.7
Tourism service level	41	9.4	45	10.3	102	23.3	125	28.6	124	28.4
Sanitary environment	36	8.2	64	14.6	82	18.8	149	34.1	106	24.3

Characteristic indicators	Not at all		Less important		Neutral		Relatively important		Very important	
Reception capacity	29	6.6	52	11.9	176	40.3	97	22.2	83	19.0

(3) Analysis of Tourist Demand for Yan'er Valley Rural Complex

Tourists' expectations for the Yan'er Valley rural complex exhibit diverse characteristics. The proportion of expectations for agricultural experience and specialty cuisine is relatively high, with 72.5% and 73.9% of tourists hoping to experience agricultural activities and taste specialty cuisine, respectively. This indicates that tourists are eager to participate in agricultural labor, experience rural life, and have a strong interest in local cuisine. The integrated complex can enrich agricultural experience projects and explore and promote specialty cuisine. Comfortable and relaxed countryside residences are also highly anticipated, accounting for 68%. The complex needs to optimize its construction and management to improve quality and service. The expectations for beautiful rural scenery, thoughtful services, lively rural atmosphere, and unique rural culture all account for over 50%. The integrated complex should strengthen the protection and beautification of rural landscapes, improve the quality of service personnel, hold rural activities, and explore and inherit rural culture. In addition, 18.8% of tourists chose the "others" option, which may have personalized needs. The complex can further investigate to provide services and products that better meet their needs.

Table 4. Tourists' tourism demand for the Yan'er Valley Rural Complex

Characteristic indicators	Frequency	Percentage
Beautiful rural scenery	254	58.1
Comfortable and relaxed countryside residence	297	68.0
Thoughtful and considerate service	256	58.6
Agricultural Experience	317	72.5
The lively and prosperous rural atmosphere	254	58.1
Unique rural culture	245	56.1
Specialty cuisine	323	73.9
Others	82	18.8

There are various channels for tourists to learn about Yan'er Valley's pastoral complex, among which the network (Kwai, Tiktok, Little Red Book and other platforms is the most prominent, with a frequency of 355, accounting for 81.2%, which shows the strong information dissemination power of the network platform. Yan'er Valley should increase network publicity, produce beautiful pictures, interesting videos and other attractions for tourists. Travel agencies are also an important channel, with a frequency of 334, accounting for 76.4%, and can cooperate with them to incorporate the complex into

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the tourism route to attract group tourists. The frequency of introductions from friends and colleagues is 325, accounting for 74.4%, reflecting the importance of word-of-mouth communication. Yan'er Valley needs to improve its service quality and create a unique experience to receive positive reviews and recommendations. The TV Broadcast frequency is 320, accounting for 73.2%. Although the dissemination effect is considerable, the audience targeting is weak, and appropriate advertising can be placed to enhance visibility. The frequency of "others" channels is only 15, accounting for 3.4%, which is relatively scattered and niche. Further investigation can be conducted to explore potential promotional channels.

Table 5. Channels for Tourists to Learn about the Yan'er Valley Rural Complex

Characteristic indicators	Frequency	Percentage
Introduced by friends and colleagues	325	74.4
TV Broadcast	320	73.2
Network (Kwai, Tiktok, Little Red Book and other platforms)	355	81.2
Travel Agency	334	76.4
Others	15	3.4

According to research data, the consumption amount, travel mode, acceptable one-way time, and stay time of tourists in the Yan'er Valley Rural Complex exhibit certain distribution characteristics. In terms of consumption, the majority of tourists (40.0%) have a willingness to spend between 201-500 yuan, with 22.9% spending between 501-800 yuan, 24.7% spending within 200 yuan, and only 5.0% spending over 1000 yuan. Scenic areas should focus on meeting the demand between 201-500 yuan while also considering other levels. In terms of travel modes, self driving tours account for 34.8%, reflecting tourists' high demand for autonomy and convenience; Public transportation accounts for 27.7%, with a focus on cost and environmental protection; Renting a car, cycling, walking, etc. also account for a certain proportion. Scenic areas should improve transportation facilities, consider parking needs for self driving tours, and optimize other travel experiences. In terms of acceptable single-trip time, the 1.5-2.5-hour interval has the highest number of people (37.5%). The scenic area can use the surrounding area within this driving range as a key source of customers to enhance its attractiveness and attract long-distance tourists. In terms of stay time, the highest number of tourists (45.3%) are those who stay for 2-3 days. Scenic spots should meet their diverse needs and can also develop deep tourism products suitable for 4-5 days and longer to increase repeat visits and reputation.

Table 6. Characteristics of Tourists' Consumption Amount, Mode of Transportation, Acceptable Single-trip time, and Stay Time

Variables	Characteristic indicators	Frequency	Percentage
The amount of money willing to consume in the Yan'er Valley Rural Complex	Within 200 yuan	108	24.7
	201-500 yuan	175	40.0
	501-800 yuan	100	22.9
	801-1000 yuan	32	7.3
	Over 1000 yuan	22	5.0
Preferred mode of transportation	Self driving tour	152	34.8
	Public transportation	121	27.7
	Car Rental	55	12.6
	Cycling	49	11.2
	Walking	30	6.9
	Others	30	6.9
Single-trip time	Within 1.5 hours	78	17.8
	1.5-2.5 hours	164	37.5
	2.5-3.5 hours	119	27.2
	Over 3.5 hours	76	17.4
Stay time	One day or less	67	15.3
	2-3 days	198	45.3
	4-5 days	103	23.6
	Over 5 days	69	15.8

4. Development strategies for the Yan'er Valley rural complex in the Dabie Mountains

Based on the previous analysis of the current situation and tourist demand of the Yan'ergu Rural Complex in the Dabie Mountains, development strategies can be proposed from the following five aspects.

Precise targeting of target markets and marketing: According to questionnaire data, respondents exhibit multidimensional distribution in terms of demographic and socio-economic characteristics. The 19-30 age group has abundant tourism vitality, strong desire for exploration, and high attention to rural complexes; The population aged 31-45 has a certain economic foundation and purchasing power. The respondents in Huanggang City outside Luotian County are the main source. The complex can develop personalized marketing strategies targeting these key target groups. For example, for young groups, use

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network platforms (such as Kwai, Tiktok, Little Red Book, etc.) to promote, produce beautiful pictures and interesting videos, and highlight the natural scenery, farming experience and other characteristics of the pastoral complex; For middle-aged people with purchasing power, cooperation with travel agencies can be established to incorporate the complex into high-end tourism routes(Bao, Jin, & Weaver, 2021).

Strengthening unique features: Tourists attach great importance to the natural scenery, cultural connotations, and suitable travel period of the Yan'er Valley rural complex. The complex should protect and optimize the natural landscape, and create distinctive tourist routes, such as the Tea Plum Garden, Meiling, Cherry Garden, and other flower viewing and roaming parks that can be further upgraded. Deeply explore rural culture and integrate the folk culture of the Dabie Mountains into tourism projects, such as holding folk performances, handicraft production experiences, and other activities in the Tea Plum Town. Reasonably plan the time of tourism activities, launch characteristic products according to different seasons, and extend the peak tourism season. Holding activities such as the "Dabie Mountain Camellia and Plum Blossom Festival" and "Dabie Mountain Plum Blossom Festival" can further enrich the content and form. At the same time, increase the variety and frequency of tourism activities, focus on activity design and organization, enhance interactive fun, and enhance brand influence(Bao et al., 2021).

Improving the tourism environment: Tourists attach great importance to tourism environmental factors such as transportation conditions, infrastructure, accommodation and catering conditions, tourism service level, hygiene environment, and reception capacity. The complex should accelerate the construction progress of roads, landscapes, and amusement facilities, increase dining and accommodation options, and plan parking lots reasonably. Enhance the level of tourism services, strengthen training for service personnel, and improve their professional competence and service awareness. Pay attention to the maintenance and management of hygiene environment, and create a clean and comfortable tourism environment. Based on the flow of tourists, plan the reception capacity reasonably to avoid overcrowding or insufficient services (Santana-Jiménez & Hernández, 2011).

Meeting the diverse needs of tourists: Tourists have diverse expectations for agricultural experiences, specialty foods, comfortable and relaxed rural residences, and other factors. The complex can enrich agricultural experience projects, such as adding agricultural labor, picking activities, agricultural product processing and other experiential content. Explore and promote local specialty cuisine, create a food street or hold a food festival. Optimize the construction and management of rural residences, improve quality and service, and meet the needs of tourists for comfortable accommodation. Strengthen the protection and beautification of rural landscapes, enhance the literacy of service personnel, organize rural activities, explore and inherit rural culture, and meet tourists' expectations for beautiful rural scenery, thoughtful services, lively rural atmosphere, and unique rural culture (Ballantyne, Hughes, & Ritchie, 2009).

Optimize transportation facilities and product pricing: In terms of transportation modes, self driving

tours account for a high proportion, and scenic spots should improve transportation facilities, consider the parking needs of self driving tours, and build large parking lots. At the same time, optimize public transportation transfer routes, improve transportation convenience, and meet the needs of tourists with different modes of travel. In terms of consumption, the majority of tourists have a willingness to spend between 201-500 yuan. Scenic spots should focus on meeting the needs of this range and developing cost-effective tourism products and services, such as launching package tickets that include multiple experience projects. Taking into account the consumption needs of other levels, The complex should provide high-end customized services and low-priced experience projects to attract more tourists (Lin & Kuo, 2019).

5. Research Prospects

5.1 Shortcomings of the Research

Although this study has conducted a comprehensive analysis of the tourist demand for the Yan'er Valley rural complex in the Dabie Mountains, there are still certain shortcomings. In terms of questionnaire design, although relevant literature has been referenced and pre surveys and content adjustments have been made, it may not fully cover all factors that affect tourist demand, and some questions may not be detailed and in-depth enough, resulting in some potential needs not being fully explored. In terms of sample selection, online questionnaires are mainly distributed, with a focus on tourists from surrounding areas. The geographical and group coverage of the samples has certain limitations and may not fully represent the demand characteristics of all potential tourists. In addition, the research is only based on the current market situation and tourist feedback, and lacks forward-looking consideration for the dynamic changes and emerging demand trends in the future tourism market.

5.2 Future Research Directions

Future research can further expand the scope and depth of research. On the one hand, big data analysis and artificial intelligence technology can be combined to collect and analyze tourists' behavior data and demand information in a more comprehensive and real-time manner, in order to better grasp the dynamic changes and emerging demand trends in the tourism market. On the other hand, cross regional comparative research can be conducted to analyze the development models and differences in tourist demand of rural complexes in different regions, providing more targeted and innovative development strategies for the Yan'ergu Rural Complex. In addition, in-depth research can be conducted on the integration and development of tourism with other industries, such as the integration of tourism with agriculture, culture, technology, and other industries, to explore how to enhance the competitiveness and sustainable development capabilities of rural complexes through industrial integration. At the same time, strengthen long-term tracking research on the quality of tourism experience and tourist satisfaction, continuously optimize tourism products and services to meet the increasingly diverse and personalized needs of tourists.

Conflicts of Interest

The authors declare no conflict of interest

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