RESEARCH ON THE DRIVING FORCE OF CHINA'S RURAL TOURISM DEVELOPMENT BASED ON VILLAGE LANDSCAPE RESOURCES

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This paper mainly adopts qualitative research, summarizes the development stage of rural tourism through in-depth interviews and second-hand data analysis, and uses the root theory to study the driving force of rural tourism development based on village landscape resources. From the different stages of rural tourism development, the driving force of different stages of development is proposed, the role of attraction, endogenous force, development force, and subsequent power of rural tourism development on rural tourism development is explored, and the model diagram of the driving force of rural tourism development is constructed.

Keywords: village landscape resources; driving force; rural tourism development

Objectives of the study

Based on the development of rural tourism situation and problems based on further research, refined based on village scene resources of rural tourism development mechanism contains the content, promote the development of rural tourism, in-depth analysis of the relationship between the rural tourism development power, inherent laws and the organic link between the power elements, create the rural tourism development model, based on the construction of the village scene resources mechanism to promote the development of rural tourism, develop the effective of rural tourism development strategy, so as to further promote...
the development of rural tourism, to realize the rural revitalization strategy and rural tourism high quality development provide reference and reference.

This paper first sorts out the existing research results on rural tourism. According to the existing research results, most of the research on rural tourism focuses on the villages around the famous A-level scenic spots, while in-depth discussion has not been conducted on the villages with ordinary tourism resources.

Therefore, from the perspective of ordinary villages, this paper has a high practical significance for how to develop rural tourism by creating ordinary tourism resources, not around famous scenic spots, and how to develop rural tourism in ordinary villages. Secondly, through the study of root theory, it is found that the development of rural tourism is the result of the interaction of attraction, endogenous force, development force, and subsequent force. An in-depth analysis of their mutual relationship unveils the complex mechanism of rural tourism development.

This is helpful to understand the mechanisms of different factors in the evolution of the rural tourism industry and provide scientific reference for relevant decision-making.

Finally, two cases of rural tourism development in ordinary villages can further verify the mechanism of rural tourism development proposed in this paper and provide corresponding reference opinions for policymakers, enterprise operators, and village managers.

**Literature review**

**Rise and development of rural tourism**

The foreign research on rural tourism started early, and the academic circle unanimously agreed that rural tourism originated in Europe. After the Industrial Revolution in the 18th century, people's production and lifestyle changed dramatically. In the face of the negative impact of industrialization and urbanization, urban residents in developed countries began to flee the cities and turn to the countryside to seek a leisurely and peaceful lifestyle.

Chinese scholars Wang & Shan (2008) believe that rural tourism originated in Paris, France, and some scholars believe that rural tourism was born in Italy. In short, rural tourism originated in Europe in the 19th century. At that time, France, Italy, and Britain, which developed rapidly in rural areas, carried out early practical exploration on how to develop tourism in rural areas.

However, the early rural tourism activities were obviously aristocratic and not popularized with the masses. In the 1930s, the western developed countries began to improve traditional agricultural technology and completed the first step by converting traditional agriculture to modern agriculture, such as Germany's "village", the Dutch "farmland", Japan's "village movement", South Korea's "xincun movement" and other different rural development modes and paths (Wang, 2008).

As European life and consumption level rapidly increased in the middle and late 20th century, the real modernization of rural tourism began to appear. Rural tourism began to take on diversified forms and personalized content, with more and more tourists involved, while the tourist behavior also showed the initial irregularity, low technology, sightseeing, and other characteristics.

At this time, European governments began to participate in the standardized development process of rural tourism. Since the 1980s, rural tourism in some developed
countries in North America and Europe has had a certain scale. In addition, the development of excessive industrialization and urban development also leads to a series of problems such as the reduction of labor demand in rural areas, rural aging, and increasingly serious population loss. Western countries regard tourism as a way of rural economic reconstruction and development. Many countries and regions, including the United States, Israel, New Zealand, and Canada, believe that the development of tourism in rural areas is of irreplaceable significance to the economic and social progress of the region. Subsequently, rural tourism gradually moves towards the track of standardized development and shows great potential in its active development.

The development of rural tourism in China started relatively late, dating back to the 1970s. At first, mainly due to the needs of foreign affairs activities, some political reception work was carried out in the form of rural tourism. This can be considered the inception of rural tourism's growth in China.

The real rural tourism began in 1984, when the Baiteng Lake Farmers Resort in Doumen, Zhuhai, opened, and the "Litchi Festival" was held in Shenzhen in 1988. Its development is the result of the combined action of market demand, the adjustment of agricultural industrial structure, and the search for new economic growth. This marks the rise of rural tourism in China. Since the mid-1990s, rural tourism as a means of rural poverty alleviation, development, and rural industrial structure adjustment has been gradually promoted.

Later, the development power of China's rural tourism mainly comes from the strong promotion of market demand and also from the need to adjust the industrial structure in rural areas. Since rural tourism entered the market as a product, it has received great support and attention from the government and relevant departments and institutions in China. Rural tourism has been identified by the Ministry of Culture and Tourism as the theme of the tourism year: "China Urban and Rural Tour" in 1998, "China Rural Tour" in 2006, "harmonious urban and rural tourism" in 2007, and "China Rural Tour" in 2010.

The support of the Chinese government and relevant departments provides strategic planning and guidance for the development of rural tourism in China. Therefore, rural tourism is developing rapidly in China.

*The ongoing growth and development of rural tourism*

Through studying the development of rural tourism in southern Germany, we found that rural tourism can not only provide more employment opportunities but also contribute to the change of residents' traditional ideas and develop the local economy.

China's rural types are diverse in the level of economic development, social culture, and other customs, so the development and development mode of domestic rural tourism are not the same. From the current research, scholars can divide and discuss the development of rural tourism from different perspectives. According to the different types of tourism resources, some scholars divide rural tourism development into three types: auxiliary type, main body type, and symbiotic type.

Zheng & Zhong (2004) believe that the participation of community residents and communities is the best development mode and put forward five specific kinds of participatory rural tourism development modes, including individual farm models, shareholding systems, "farmer + farmer", "company + farmer" and "government + company + rural tourism association + travel agency".
Guo et al. (2008) put forward four modes: independent development mode, collective joint-stock model, enterprise-led mode, and government-led mode, according to the different participants in rural tourism. With the deepening of research on the development of rural tourism, some scholars have put forward new thoughts, such as Wang (2006) thinks that replacing traditional rural tourism products with new forms and new models mainly carries forward the local cultural heritage of rural theme museum development models, rural folk experience and theme culture village development models, theme farm and farm development models, country club mode of rural tourism base, modern business vacation and enterprise models, agricultural industrialization and industry development models, regional landscape planning, and rural dream experience modes.

These new models have brought new development opportunities for rural tourism, enriched the diversity of rural tourism products, and brought new vitality to the development of rural revitalization and tourism.

At the same time, with the development of the rural tourism market mature, there are also scholars who, through the transformation and upgrading of rural tourism, should realize the sustainable development of rural tourism, such as Wang & Shan (2008), in defining rural tourism, for example, through the interview and market survey found from the business model, tourism products, and marketing aspects of industry, to better realize the sustainable development of rural tourism.

Zou et al. (2007) studied the relationship between the development of cultural tourism resources and rural tourism, put forward the construction of a relevant evaluation index system, discussed relevant government policies, and discussed the driving mechanisms of the sustainable development of rural tourism.

Wu & Zhang (2019) proposed that the improvement of the living environment and the ecological environment in rural areas is conducive to improving the tourism attraction of the rural areas. In addition, the marketization of land circulation will also further stimulate the investment of external capital in rural tourism, so as to accelerate the development of rural tourism.

Wang (2006) put forward the development countermeasures from the perspective of the cultural model.

Pan & Li (2002) put forward the development strategy of rural health vacation tourism from seven aspects: strengthening publicity, strengthening personalized development, improving laws and regulations, attaching importance to the development mode, playing the role of the government, playing the role of cultural resources, and clarifying the health concept and service orientation.

Factors affecting rural tourism

Rural tourism has received wide attention and development around the world in recent years. The rise of rural tourism not only enriches tourism products and experiences but also brings new opportunities for the development of rural areas. In this context, the study of the influencing factors of rural tourism has become an important topic, which not only helps to deeply understand the development mechanism of rural tourism but also provides a scientific basis for the formulation of relevant policies and strategies.

Geography plays a key role in the influencing factors of rural tourism. The natural landscape, landform characteristics, and climatic conditions of the countryside directly affect the choice and tourism experience of tourists.
Unique natural scenery and ecological environments often attract the interest of tourists. Local history, traditional culture, folk activities, and social background provide visitors with a unique cultural experience. Cultural landscapes, handicrafts, and local specialties in rural areas often stimulate the interest of tourists. The economic benefits of rural tourism not only affect the income of local farmers and communities but also have a positive impact on local economic development.

Creating employment opportunities, increasing the income level of local people, and increasing the value of relevant industrial chains are all economic factors influencing rural tourism. Infrastructure services also play an important role in rural tourism. The quality and convenience of transportation, accommodation, catering, and other facilities directly affect the tourism experience of tourists. Good infrastructure and services can attract more tourists. In addition, the excessive influx of tourists may have an irreversible impact on the local natural environment.

Therefore, strengthening environmental protection is a guarantee for the sustainable development of rural tourism. Policies and regulations also have an important impact on the development of rural tourism. Government policies and regulations can provide the development direction for rural tourism, promote the rational use of resources, and standardize operation behavior so as to ensure the healthy development of the rural tourism industry. Market demand and trends are also shaping the development of rural tourism.

With people's demand for leisure, cultural experience, and a healthy lifestyle, rural tourism has gradually become a new way of attracting people. Education and publicity play a crucial role. Through education and publicity, to improve the tourists' understanding of the local culture, history, ecological environment, and other aspects, it will help to improve their tourism experience. At the same time, it can also strengthen the awareness of tourists about environmental protection.

To sum up, the influencing factors of rural tourism cover geography, society, economy, culture, and other aspects that interweave and influence each other. The development of rural tourism should be comprehensively considered and balanced. Various factors interact with each other to form a multi-dimensional influence mechanism for rural tourism, providing profound enlightenment for research and practice in related fields.

**Related studies**

By reviewing and combining the research of domestic and foreign scholars (Wu, 2015; Pan, 2007; Chin et al., 2018; Dernoil, 1983; Fleischer & Pizam, 1997) on rural tourism development, it can be found that the rural development of tourism in the region's economic and social progress has irreplaceable significance. The development and development of rural tourism, rural tourism, and community coordinated development and the coordinated development of research results are relatively rich and provide the theoretical basis for subsequent research work and research ideas.

Research content mainly focuses on the concept of rural tourism definition, rural tourism development model, rural tourism planning and development, development conditions, and influencing factors, such as rural tourism research focus in Jiangsu, Shandong, Henan, and other regional open flats, regional economies, and developed areas. The research analysis of relative macro, not into the essential characteristics of rural tourism development, has not yet carefully discussed the mechanism of the formation of rural tourism development.
Especially for the relatively backward areas and tourism resources, the development of rural tourism is rare (Gavrilă-Paven, 2015). And the coordinated development of research concentrated in the regional economy, society, culture, for rural tourism development mechanism, scene village, the internal connection of coordinated development and the development mechanism of research, and failed to reveal the mechanism between the two, the lack of effective scene village coordinated development of the typical cases, measurement method, and empirical analysis based on effective investigation, which pointed out the direction of this research.

**Methodology**

So far, the academic community of tourism resources generally based on the perspective of village view of rural tourism development and the formation mechanism of research rarely, most research perspective focus on the famous scenic spot around the countryside, relying on the rural tourism development has very good tourism resources and location advantages, so for tourism resources ordinary rural tourism based on the perspective of village development theory research results for reference, what are the common village development of rural tourism, what are the factors affecting the development of tourism, how to play a role in factors are difficult to get effective reference from the existing theory.

The purpose of this study is to explore and investigate the mechanisms of rural tourism development. Data collection, collation, and analysis using qualitative research methods Key sources were selected by qualitative interviews, that is, interviews with the stakeholders of rural tourism development, and qualitative analysis of the collected stakeholders of rural tourism development through Nvivo 11.0 software.

Then we will encode the interview data, including determining the steps of analyzing the theme of rural tourism development mechanisms, marking the data, classifying the data according to the mark, and summarizing and summarizing the data. Through this method, we can distill the rural tourism development mechanism from the chaotic interview data.

**Study methods**

Rooted theory is a qualitative research method to discover and generalize the theory. Rooted theory is a qualitative research method that begins by analyzing interview materials. The main principle is to extract key themes and core concepts from the chaotic qualitative data and then construct relevant concepts or theories.

According to the root theory, this study analyzed the coding of the collected rural tourism development mechanism text data through open coding, spindle coding, and selection coding and extracted the concepts and categories with coding significance. The analysis of interview data from key insiders established the mutual relationship between categories. After the formation, the core categories and concepts were used to rationalize the complex logical relationship between them. Finally, the mechanism of rural tourism development is summarized.

The core of rooted theory is the collection and analysis of data, and these two processes cover the deduction and induction of the theory. Data collection and analysis occurred simultaneously and continuously circulated, and the method of data collection is consistent with other qualitative studies. Researchers generally do not make theoretical assumptions before starting the study.
They start with the interview, summarize the most original data, and then gradually rise to the system theory. The root theory has applicability to the research of rural tourism development and its formation mechanism based on village scenery, and the research method is not too complicated. In addition, based on the perspective of village view, rural tourism is universal; most of the villages in China are this kind of tourism resource, but the construction of rural tourism to local villages and villagers played a very obvious role in drive and development. Using root theory research based on village view of rural tourism development mechanism of operability, Therefore, this study uses rooted theory to study the development of rural tourism based on the perspective of village landscape.

The process of rooted theory can be summarized into the following steps: (1) determining the interview object and collecting the interview data; (2) coding the text data step by step and conceptualizing; (3) gradually establishing the connections between concepts, classifying and forming the main category; and (4) conducting selective coding and constructing the theoretical model.

**Study steps**

To study the mechanism of village tourism development based on village landscape resources, The first is to select village cadres, villagers, rural elites, tourism operators, tourists, and other in-depth interviews to obtain original data related to the mechanism of rural tourism development; the second is open coding, that is, to sort out and analyze the most original data and refine the initial concept, and further categories to form the initial category.

Again, to perform the spindle encoding, that is, based on the completion of the previous step, analyze the intrinsic connections between the initial categories and gradually develop as the main category; finally, performing selection coding and constructing theoretical models.

Thus, it outlines the relationship between the primary category and the growth of rural tourism.

**Sample selection and composition**

The key insider interview is a direct, unstructured, or semi-structured visit applicable to understanding complex abstractions. Firstly, according to the non-probability sampling principle of the qualitative study, the key insiders who could provide the largest information for this study, namely, the 40 stakeholders in rural tourism development were selected to conduct one-to-one in-depth interviews, respectively.

After collecting the interview data, the original data was analyzed, and the three-level coding was completed. To verify the saturation of the information, three stakeholders in rural tourism development were selected for interviews. We conducted two rounds of interviews, involving a total of 43 interviewees.

These include the interviewees covered, the number of interviewees, and wide range to ensure the accuracy and comprehensiveness of the data collected. The basic information of the respondents is shown in Tab. 1.

In order to ensure that the research sample obtained from interview data can be comprehensive, objective, and truly reflect the research problems, this study of the selection of samples set up the following basic principles:

- respondents are direct participants in the development of rural tourism;
respondents degree, age, and geographical distribution are relatively random; excluding the object population simplification may cause the problem.

The interviewees were divided into village cadres, villagers, rural elites, tour operators, and tourists. According to the pre-specified sample selection principles and personnel classification requirements, the number of respondents in this study was 43. Among them are 9 village cadres, 7 villagers, 18 tour operators, and 9 tourists.

The interviewees are in Guangxi, Guizhou, Zhejiang, Anhui, Hubei, Guangdong, and other provinces, including 3 junior high school students, 5 senior high school students, 6 junior college students, 18 bachelor's degree students, 6 master's students, and 5 doctoral students.

### Table 1 - Some basic information about the respondents

(made by co-authors)

<table>
<thead>
<tr>
<th>order number</th>
<th>sex</th>
<th>Age (year)</th>
<th>record of formal schooling</th>
<th>occupation</th>
<th>number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>man</td>
<td>50-55</td>
<td>junior middle school</td>
<td>peasant</td>
<td>A1</td>
</tr>
<tr>
<td>2</td>
<td>man</td>
<td>30-35</td>
<td>junior college</td>
<td>Home entrepreneurs</td>
<td>A2</td>
</tr>
<tr>
<td>3</td>
<td>man</td>
<td>40-45</td>
<td>junior middle school</td>
<td>peasant</td>
<td>A3</td>
</tr>
<tr>
<td>4</td>
<td>man</td>
<td>55-60</td>
<td>junior middle school</td>
<td>peasant</td>
<td>A4</td>
</tr>
<tr>
<td>5</td>
<td>woman</td>
<td>55-60</td>
<td>senior middle school</td>
<td>peasant</td>
<td>A5</td>
</tr>
<tr>
<td>6</td>
<td>woman</td>
<td>35-40</td>
<td>doctor</td>
<td>teacher</td>
<td>B1</td>
</tr>
<tr>
<td>7</td>
<td>woman</td>
<td>40-45</td>
<td>doctor</td>
<td>teacher</td>
<td>B2</td>
</tr>
<tr>
<td>8</td>
<td>woman</td>
<td>30-35</td>
<td>Master</td>
<td>professional</td>
<td>B3</td>
</tr>
<tr>
<td>9</td>
<td>woman</td>
<td>25-30</td>
<td>Master</td>
<td>clerk</td>
<td>B4</td>
</tr>
<tr>
<td>10</td>
<td>man</td>
<td>35-40</td>
<td>doctor</td>
<td>professional</td>
<td>B5</td>
</tr>
<tr>
<td>11</td>
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<td>35-40</td>
<td>Master</td>
<td>medical worker</td>
<td>B6</td>
</tr>
<tr>
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<td>55-60</td>
<td>Master</td>
<td>writer</td>
<td>B7</td>
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<tr>
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<td>lawyer</td>
<td>B8</td>
</tr>
<tr>
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<td>woman</td>
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<td>junior college</td>
<td>Leisure estate operator</td>
<td>C1</td>
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<tr>
<td>15</td>
<td>woman</td>
<td>35-40</td>
<td>undergraduate course</td>
<td>B &amp; B operators</td>
<td>C2</td>
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<tr>
<td>16</td>
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<td>junior college</td>
<td>Pastoral complex operator</td>
<td>C3</td>
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<td>B &amp; B operators</td>
<td>C4</td>
</tr>
<tr>
<td>18</td>
<td>woman</td>
<td>40-45</td>
<td>Master</td>
<td>B &amp; B operators</td>
<td>C5</td>
</tr>
<tr>
<td>19</td>
<td>man</td>
<td>45-50</td>
<td>undergraduate course</td>
<td>B &amp; B operators</td>
<td>C6</td>
</tr>
<tr>
<td>20</td>
<td>man</td>
<td>50-55</td>
<td>junior college</td>
<td>B &amp; B operators</td>
<td>C7</td>
</tr>
<tr>
<td>21</td>
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<td>D1</td>
</tr>
<tr>
<td>22</td>
<td>man</td>
<td>35-40</td>
<td>Master</td>
<td>Government staff</td>
<td>D2</td>
</tr>
<tr>
<td>23</td>
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<td>35-40</td>
<td>junior college</td>
<td>Village cadres</td>
<td>D3</td>
</tr>
<tr>
<td>24</td>
<td>man</td>
<td>45-50</td>
<td>junior college</td>
<td>Village director</td>
<td>D4</td>
</tr>
<tr>
<td>25</td>
<td>woman</td>
<td>35-40</td>
<td>undergraduate course</td>
<td>First secretary</td>
<td>D5</td>
</tr>
<tr>
<td>26</td>
<td>man</td>
<td>35-40</td>
<td>undergraduate course</td>
<td>First secretary</td>
<td>D6</td>
</tr>
</tbody>
</table>

**Data collection and collation**

Data collection and collation for this study strictly adhere to the research principles and obtain first-hand information about the study in the form of one-to-one in-depth interviews.

First of all, refer to the rural tourism development mechanism of high-level literature around the research problem.
We designed the rural tourism interview outline in order to understand the basic situation of individual respondents (age, culture level, occupation, etc.), understand their views on the development of rural tourism, and determine what conditions and factors play a key role in promoting rural tourism. And performed the data analysis with the help of the Nvivo 12 data analysis software.

In-depth interviews were conducted in a face-to-face and one-to-one format, lasting between 30 and 50 minutes. The interview dialogue is recorded in the form of a voice recording. Once the interview concludes, we convert the voice into words, creating a text document. In order to ensure the interview effect, the interviewer will introduce the main content and interview method of the interview to the interviewees by telephone, QQ, WeChat, email, and other methods before starting the interview.

After obtaining the consent of the interviewees, the interview time will be agreed upon with the interviewees. In the process of sorting out the interview materials, if the interview results are unclear or the answers are missing, the second interview will be conducted by telephone and network voice as an effective supplement to the data.

We interviewed at least two members of the research team, with one asking questions and the other recording information. We recorded and organized the entire interview process with the interviewees’ consent. In addition, due to the research time just in the COVID-19 epidemic prevention and control period, many times only through the online part of the rural tourism development stakeholders interview, unable to face-to-face, to ensure the interview can go more smoothly, before the interview and interviewees communicate in advance, the research intention and interview outline will be provided to respondents in advance.

After the interview, the interview recording will be converted into text for the first time, and the preliminary data will be initially sorted out on the day of the interview, so as to ensure the integrity and authenticity of the original data records.

Results

According to the four stages of rural tourism development, combined with the results of open coding, spindle coding, and selective coding, it can be considered that the driving force of rural tourism development is different in different stages of development. In the initial stage, the driving force behind the development of rural tourism is mainly tourism attraction, which is composed of rural natural landscapes and cultural history.

In the stage of development, the main driving force behind following the trend is endogenous force, which is generated by the support of the two committees of the village, the participation of the villagers, and the drive of the three parties. The main driving force of the gradual standardization stage is the development of rural tourism, which is guided by the government, invested by enterprises, and driven by the demand of tourists.

The main driving force of the high-quality upgrading stage is the follow-up power of rural tourism development. The follow-up power of rural tourism development is composed of institutional governance, the cooperation of villagers, and the construction of village scenery integrated into the local characteristic culture. These four driving forces promote the upgrading and development of rural tourism in different stages. Fig. 1 summarizes the mechanism model of rural tourism development.
Conclusion

This study, mainly combined with the current Chinese rural revitalization and the development of rural tourism background, on the basis of deep cognitive village view resources, from the perspective of the village view resources, around the four stages of rural tourism development and the four big driving forces of rural tourism development to explore, reveals the development of rural tourism is to follow the rural internal active construction, natural growth, and external forces to promote the dynamic progressive development of logic.

Compared with static analysis and the research paradigm of a single factor, this study included various factors affecting the development of rural tourism into the research framework for dynamic analysis and explored the logical association between the driving factors and the pre- and post-factors in different stages of rural tourism development.

This analysis paradigm contributes to a clearer understanding of the process of the progressive development of rural tourism, the conditions, and internal and external driving forces, which to some extent explains why some rural tourism development is lacking in power and some rural subsequent development is weak.

The research results provide a new observational perspective and practical enlightenment for rural revitalization from the perspective of local experience. This study yielded the following main conclusions:

(1) The development of rural tourism in China can be divided into three stages: the initial stage, the rapid development stage, and the gradual regulation.
The model stage and the high-quality upgrading stage reflect the development of rural tourism from low level to high level, from disorder to order, and from low quality to high-quality development.

(2) The development of rural tourism is the result of the interaction of several forces, including tourism attraction, endogenous force, development force, and subsequent force. By conducting an in-depth analysis of their interrelationships, it reveals the complex mechanism of rural tourism development; at the same time, dynamic in different development. The initial stage takes natural landscapes and cultural landscapes as the key driving factors. In the rapid development stage, village committees, elite drive, and villagers’ participation are the key driving factors. Gradually standardize the stage with government guidance, enterprise investment, tourist demand, and infrastructure services as the key driving factors. In the stage of quality upgrading, institutional governance, villagers’ cooperation, and the construction of village scenery with local characteristic culture are the key driving factors.

(3) In the development process of rural tourism, the institutional governance of multiple participation and benefit sharing, the active participation and cooperation of villagers, and the construction of village scenery integrated into the local characteristic culture have always played a leading force and promoted the in-depth development of rural tourism.

The research results provide some theoretical basis for the development of rural tourism in villages with general tourism resources and provide a new observation perspective and practical enlightenment for rural revitalization from the perspective of local experience. It provides corresponding references for policymakers, business operators, and village managers.

Discussion

Through in-depth analysis of the action mechanisms of attraction, endogenous force, development force, and follow-up power, the government departments can formulate more targeted rural tourism development policies according to the characteristics of different villages. Scientific decision-making helps to optimize the allocation of resources, provide better policy support, and promote the development of rural tourism.

The discussion of endogenous forces emphasizes the role of village residents and managers in rural tourism. This provides a new idea for community co-construction and sharing. Village residents can actively participate in tourism planning and management, take rural tourism as an opportunity for common development, and promote community cohesion and development. The detailed analysis of attraction and development power suggests ways to improve the quality of tourism.

Villages can strengthen the protection and development of the natural landscape, carry forward the local culture, and create a unique cultural and historical landscape. At the same time, improving infrastructure and service quality and fostering local industries will help to provide a better tourism experience.

Although this study has made some important findings and conclusions in the discussion of the mechanisms of rural tourism development, rural tourism, as a complex and changeable field, still has many problems worthy of further research and exploration.

Future studies should focus on the following aspects:
First of all, the mutual relationship and influence mechanisms of rural tourism development mechanisms can be further explored. This study mainly analyzes the mechanisms of rural tourism development from four aspects: external force, endogenous force, attraction, and supporting force. However, the mutual relationship and influence mechanism between these forces can be further expanded and deepened so as to better reveal the comprehensive mechanism of rural tourism development.

Secondly, it is possible to further study the sustainability problem of rural tourism development. With the continuous development of rural tourism, environmental protection, cultural inheritance, social integration, and other issues are becoming increasingly prominent. Therefore, in future research, we can discuss how to achieve a sustainable balance of economy, society, and environment in the development of rural tourism so as to promote the sustainable development of rural tourism.

Thirdly, we can pay attention to the regional differences and diversity of rural tourism development. The natural environment, cultural background, economic conditions, and other factors in different regions will affect the development characteristics of rural tourism. Therefore, the similarities and differences in the development mechanisms of rural tourism in different regions can be deeply discussed through cross-regional comparative research.

Finally, digital technology and innovative modes can be combined to promote the innovative development of rural tourism. With the advent of the digital era, the Internet, big data, artificial intelligence, and other technologies will bring new development opportunities for rural tourism. We can explore how to use these technologies, innovate the products, services, and management modes of rural tourism, and improve the tourist experience and the core competitiveness of rural tourism.

To sum up, future research on rural tourism development can explore the mechanism, focus on sustainability and regional diversity at a deeper level, and combine with digital technology for innovation so as to provide more theoretical support and practical enlightenment for the healthy development of rural tourism.

References


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