

# Research on Chinese Rural Tourism Contributing to Rural Development\*

Yaojie Wu<sup>1,2</sup> Youcheng Chen<sup>1,2</sup> Qi Wei<sup>1,2</sup> Yongqiang Ma<sup>1,2,\*\*</sup>

<sup>1</sup> Anxi College of Tea Science, Fujian Agriculture and Forestry University, Anxi, Fujian, China

<sup>2</sup> Fujian Tea Industry Development Research Center, Fujian, China

\*\*Corresponding author. Email: yongqiangma2014@fafu.edu.cn

## ABSTRACT

With the vigorous development of rural tourism, the development of rural areas has a new impetus under the blessing of the tourism industry. With the continuous research on rural tourism and rural development, the research on tourism promoting rural development has also deepened. The current research status, deficiencies and future research trends are analyzed. Through the literature analysis of CiteSpace software, it is concluded that: in terms of research subjects, the distribution of researchers in tourism promoting rural development research is relatively scattered, and no close and large-scale research team has formed; the number of intensive cooperation relationships formed between research institutions is not large in research content, Chinese research is more dominated by policy, and the concept of ecological and cultural protection is strong; the research sequence first focuses on the development of rural tourism in a macro, holistic, and comprehensive manner. In the future, attention should be paid to the following. From the perspective of research subjects, a close and large-scale cooperative relationship has not yet been formed, and it is necessary to promote the cooperative relationship between research subjects. From the perspective of participating subjects, the balance of interests between stakeholders in rural development is still an issue to be solved. It is necessary to further explore the role of stakeholders in rural tourism and impact of rural tourism on participating individuals. From the perspective of theoretical research, it is necessary to deepen the basic theoretical research on the promotion of rural development by tourism, clarify the deep relationship between rural tourism and rural development under the background of the rural revitalization strategy, and study the new realization path of tourism promoting rural development.

**Keywords:** *Tourism, Rural tourism, Rural development, Research review, CiteSpace.*

## 1. INTRODUCTION

In recent years, rural tourism has developed vigorously, and rural development has new opportunities for development in the process of continuous intensification of rural tourism. Research on tourism to promote rural development has become a hot topic. In terms of research content, scholars have deeply explored the basic theory, connotation logic, role relationship, and realization path of tourism promoting rural development. For example, Liu Zizi established the basic framework of rural tourism through the framework analysis of global tourism, and clarified the evaluation criteria

\*Funds: Supported by Ministry of Agriculture and Rural Affairs of China Grant (No.:KMD18003A); Fujian Provincial Innovation Strategy Research Program (No.: 2021R0039)

and index system of rural tourism under rural development [1]; The improvement of positioning, space development, host-guest communication and other aspects of improvement and in-depth research, and pointed out the importance of a reasonable rural tourism development path to the development of the entire rural area [2]; Yin Kui took green tourism as the development direction and explored the green resources-based development. An important development path in the countryside [3]; Sun Jiuxia pointed out the logical relationship between rural tourism and rural development and rural revitalization through case analysis in the logical study of tourism development and rural revitalization [4]. In terms of research review in this field, Xie Tianhui reviewed the development background and development model of Chinese

rural tourism in the article Overview of Chinese rural tourism development [5]. This paper sorts out the research process of rural tourism in Chinese, and studies the background and research value orientation of rural tourism in recent years [6]. Through the preliminary analysis of the literature, it is concluded that most of the research reviews in this field are reviews of individual fields such as rural tourism, tourism industry development, and rural development. Therefore, this paper will combine the two fields of rural tourism and rural development to analyze the relevant literature in the specific research field of tourism promoting rural development. Through the visual analysis function of CiteSpace software, the selected literature will be interpreted and analyzed in stages to analyze the evolution characteristics of the research content. Research and forecast research trends analyze and sort out the theoretical basis, role relationship, influencing factors, etc, and further improve and supplement the content.

## 2. RESEARCH METHOD

CiteSpace is literature analysis software developed by Dr. Chen Chaomei. This software can effectively analyze and sort out a large number of literature materials, efficiently find research hotspots in a certain subject area, and present them in a visual way [7]. It can analyze the basic knowledge and research frontiers in a certain field through author, institution, keyword cluster analysis and literature co-citation analysis [8], detect the characteristics and evolution trends of discipline research, and analyze the basic knowledge and research status in the field. , Topic evolution is represented by a visual map.

The traditional literature analysis methods in the past have great limitations when dealing with a large amount of literature data. In recent years, CiteSpace software has been used as a mainstream bibliometric analysis software to solve the limitations of traditional literature analysis in the face of large amounts of literature data, which can effectively improve the efficiency of literature visualization analysis. CiteSpace software has the characteristics of accuracy and clarity in document analysis, which makes document visualization more organized and logical. This paper uses CiteSpace software, the parameter selection (Selection Criteria) is g-index, Pruning selects Pathfinder and Pruning sliced networks, and the time span of the literature is 2011-2021 (Slice Length=1).

## 3. RESEARCH REVIEW

### 3.1 Data Sources

In the field of tourism-promoting rural development research, there is a large number of documents, a wide range of research directions, a large system of author institutions related to design, and a long research period. Traditional document analysis methods cannot meet the needs of accurate and effective analysis of documents. This paper chooses CiteSpace software to analyze documents. The advantages of the accuracy and breadth of data analysis are based on the research samples of China National Knowledge Infrastructure (CNKI) advanced retrieval of rural tourism and rural development, and further specific content such as the development path, development model, and industry type in the promotion of rural development in tourism as the retrieval basis. A total of 11,926 results were retrieved with the broad subject headings tourism and rural development, including 7,351 in academic journals. Further accurate results were searched for a second time in terms of specific development paths, development models, beautiful rural construction, and targeted poverty alleviation. The Chinese core journals of Peking University, CSSCI, and CSCD source journals were selected as samples for screening, and 940 related literatures were finally obtained. Through the analysis of the search results, it is found that the total number of academic journals on tourism promotion of rural development accounts for 62% of all literature, and the proportion is high; the high-quality journals from Peking University Chinese core journals, CSSCI, and CSCD only account for 13% of the total academic journals. %, the proportion is low.

### 3.2 Annual Publication Volume

As shown in "Figure 1", since 2011, the number of publications on tourism promoting rural development has gradually increased. From 2011 to 2016, the number of publications has maintained a growth trend. Maintain a high-speed growth trend. Therefore, judging from the number of published papers, 2011 is an important starting point in the research on tourism promoting rural development, and 2017 is an important node for the vigorous development of research.

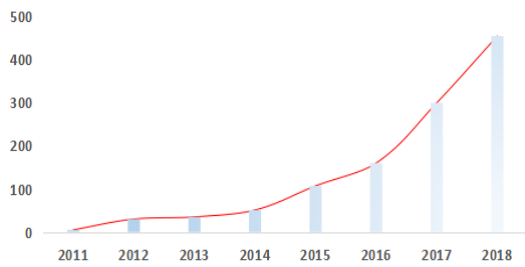


Figure 1 Published volume from 2011 to 2016.

As shown in "Figure 2", from 2017 to 2021, the total number of published papers on "tourism" and "rural development" in China showed an overall upward trend. The month-on-month growth rate of the number of published documents was 84%; the month-on-month growth rate in 2018 was as high as 1976%, showing an explosive increase; the month-on-month growth rate in 2019 was 78%, showing a cliff-like decline; in 2020, the month-on-month growth rate of the total number of published documents continued to decrease to 3% ; The chain growth rate in 2021 will be 39%, showing a slight rebound.

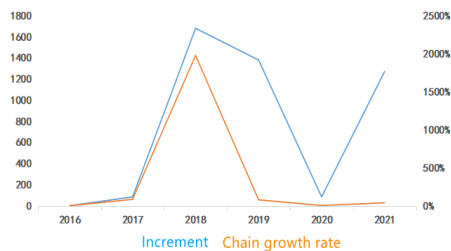


Figure 2 Growth rate of the total publication volume.

As shown in "Figure 3", the trend of the publication volume of academic journals, master's and doctoral papers is consistent with the trend of the total publication volume, but the publication volume of high-quality journals in North Nuclear, CSSCI, and CSCD in academic journals has been growing slowly, and high-quality journals account for all academic journals. The share of journals has never exceeded 13%, and there has been a further downward trend in the past two years; the total number of published master and doctoral papers is not high, but the growth trend has gradually become prominent, and the growth rate has increased in the past two years.

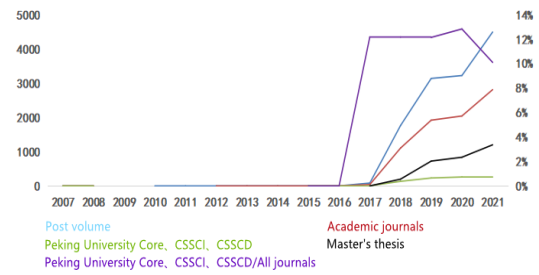


Figure 3 All kinds of documents issued volume.

### 3.3 High-profile Articles

The number of document citations or downloads will increase due to the accumulation of time, so it is impossible to objectively analyze the degree of document attention directly through the number of document citations or downloads. It is suggested to use months as the basic time unit, calculating the ratio of total downloads to publication time) to measure the attention of literature. "Table 1" shows the top 5 documents ranked by "monthly average downloads" through screening. After analyzing the keywords of 10 literatures, it is known that under the background of the rural revitalization strategy, the highly concerned content in the research field of tourism promotion of rural development is mainly concentrated in the construction of new urbanization, "agriculture, rural areas and farmers" issues, urban-rural integration, and rural transformation and development, urban-rural integration, tourism development and planning, beautiful rural construction, rural social development, etc.

Table 1. High attention to literature

Order	Title	Keyword
1	Rural tourism development under the background of new urbanization	New Urbanization, Rural Tourism, Theoretical Reflection, Dilemma Breakthrough
2	Research framework and prospect of rural tourism to guide rural revitalization	Rural Tourism, Rural Revitalization, "Three Rural Issues", Urban-Rural Integration, New Era
3	Research on the coupling mechanism and coordinated development of rural revitalization-rural tourism system, taking Fenghuang County, Hunan as an example	Rural Revitalization: Rural Tourism: Coupling: Fenghuang County:
4	The rural transformation and development model guided by tourism development in the fringe areas of big cities-Taking Wuhan City as an example	Fringe areas of big cities; rural tourism: rural transformation: rural revitalization: urban-rural integration: Wuhan City
5	Rural transformation and development of industry driving mechanism: taking Panjin rural tourism as an example	Rural Transformation and Development; Tourism Development: Tourism Planning: Pressure-State Response Model; Driving Mechanism

### 3.4 Study Authors and Institutions

The CiteSpace author co-occurrence analysis provides insight into the network of collaborations among researchers in a research field, as well as the principal researchers. First of all, through CiteSpace analysis, the authors with the highest number of published papers include: Xu Hong 6, Sun Jiuxia 5, Wang Caicai 5, Liu Peilin 3, Shu Boyang 3. Compared with the overall researchers, the above published volume is relatively high. The high number of authors has a low proportion. Secondly, the results of the overall analysis of scholars in the research field through CiteSpace are shown in "Figure 4". Overall, the cooperative relationship network of research scholars in this field is relatively scattered, and the clusters with cooperative relationships are mostly 2 to 3 people; From an individual point of view, there are two cooperative groups with a large number of people in the overall decentralized cooperative relationship network: the first is a cooperative cluster of 8 people including Qiao Luyin, Liu Peilin, Yang Ren, and Wang Cheng, and the second is a cooperative group of 8 people. There is a cooperative cluster of 6 people including Zongchao Liu, Man Liu and Ling Feng. The group with the highest number of publications in the cooperation network is with Xu Hong as the core, Wang Caicai and Ren Jianfei as the cooperative cluster, and a total of 12 articles have been published. In the cooperation relationship between researchers, the teacher-

student cooperation relationship is the most important way of cooperation.

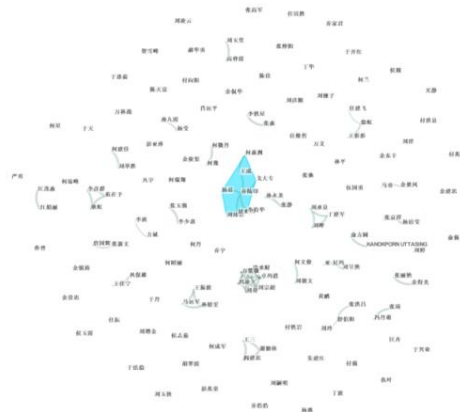


Figure 4 The Author Cooperative Network Atlas.

The number of papers published by research institutions and the network of cooperative relationships can intuitively reflect the overall research strength, research foundation, and research level of a certain field. Through the co-occurrence analysis of research institutions in CiteSpace, you can understand the cooperative relationship between research institutions in the research field and the most authoritative research institutions. The top-ranked research institutions by CiteSpace analysis include: Institute of Geographical Sciences and Natural Resources Research, Chinese Academy of Sciences, 16 papers, School of Geographical Sciences, Nanjing Normal University, 7 papers, School of Business Administration, Zhongnan

University of Economics and Law, Southwest University for Nationalities, Southwest University. There are 6 papers from the National Research Institute, 6 papers from the School of Tourism and Service of Nankai University, and 5 papers from the School of Tourism of Sun Yat-Sen University. The main research backgrounds of the research institutions with relatively high number of publications in the field of tourism-promoting rural development are: geographic science, business administration, tourism and services, agricultural and rural development, etc. The cooperative network of research institutions is shown in "Figure 5". The most important cooperative groups are the cooperation of members of the Institute of Geographical Sciences and Natural Resources Research, Chinese Academy of Sciences, the School of Geographical Sciences of Nanjing Normal University, the School of Business Administration of Zhongnan University of Economics and Law, and the School of Tourism of Sun Yat-sen University. This cooperative cluster is also the highest and most core cooperative research cluster in the field of tourism promotion rural development research.

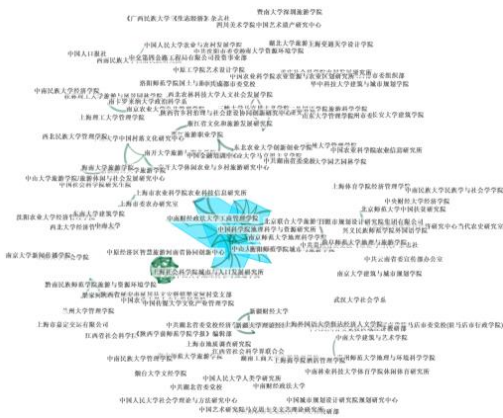


Figure 5 Institutional Cooperative Network Atlas.

### 3.5 Analysis of Time Series Characteristics of Research Hotspots

This paper uses Citespace software to draw a time map of keywords clustering about tourism promoting rural development between 2011 and 2021, in order to more reasonably reflect the time series characteristics of tourism promoting rural development. Different keywords in the graph form multiple clusters through co-occurrence relationships, and each horizontal timeline in the graph represents a cluster. As shown in "Figure 6", in this time map, the frequency of words about tourism promoting rural development from high to

low is: rural tourism, characteristic town, rural revitalization strategy, poverty alleviation, leisure agriculture, poverty-stricken areas, rural development, industry Integration, new era, cultural tourism integration, rural tourism development, etc., it can be seen that Chinese research in the field of tourism promoting rural development is mainly oriented by national strategies and policies, rural tourism development is the main object, and multi-industry integration development is the goal. At the same time, under the general research direction of rural revitalization, rural tourism, and rural revitalization strategy, different research perspectives and research hotspots will appear at different time points. By analyzing the keywords, it can be seen that keywords such as rural tourism development, rural development, poverty-stricken areas, and poverty alleviation reflect that the development of the rural tourism industry is aimed at promoting the transformation and upgrading of the agricultural industry and improving the economic and living standards of farmers. In order to achieve the corresponding goals, it is necessary to deeply study the agricultural industry development model, fully consider the protection of farmers' interests and adjust the relationship between various stakeholders. Key words such as characteristic towns, leisure agriculture, and cultural and tourism integration reflect that, under the current background of new rural construction, urban-rural integration development, and rural urbanization development, the development of tourism industry in rural areas needs to consider its own development direction and how to improve rural tourism's impact. The fundamental value generated by participating individuals makes rural tourism more attractive, consolidates the foundation for the development of the tourism industry, and then provides guarantees for rural development.

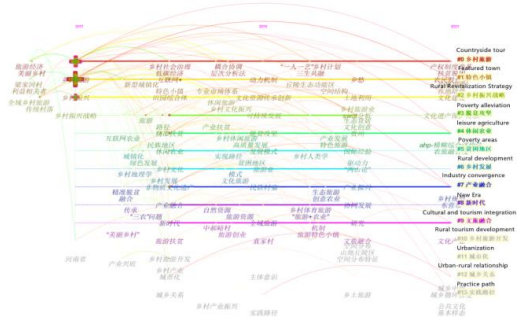


Figure 6 Keyword clustering time map.

### 3.6 Periodic Analysis of Research Hotspots

Through the keyword clustering time map, the time when a certain keyword first appeared can be observed, the keyword nodes can be extracted according to the corresponding time, and then according to the number and size of nodes, the actual situation of tourism and rural development research, etc. The research temporal characteristics of development are divided into stages. From 2011 as the starting point, the research on tourism promoting rural development has gradually become a hot spot. Since 2017, the research content in this field has exploded, and the research perspectives and hotspots have changed richly and diversely. Therefore, this paper uses 2011 and 2017 as two important time nodes to divide this field in stages. At the same time, combined with the analysis of the characteristics of the keyword nodes in the graph, the research on tourism promotion of rural development is subdivided into two stages:

#### 3.6.1 The Exploratory Stage of Tourism Promoting Rural Development (2011-2016)

Through the specific analysis of the research content of this stage by Citespace software, it is concluded that the main high-frequency keywords appearing in the literature published from 2011 to 2016 are: rural tourism, beautiful countryside, targeted poverty alleviation, tourism poverty alleviation, beautiful rural construction, ecology civilization. After further cluster analysis of the keywords, the keyword cluster tags are extracted to display the number of keywords in the cluster. As shown in "Figure 7", the top ten keyword cluster tags are: beautiful villages, targeted poverty alleviation, and beautiful villages Construction, poverty alleviation, sustainable development, new urbanization.



Figure 7 Keyword cluster map.

In the early stage of the exploratory stage of tourism-promoting rural development research, scholars began to further study the relationship between tourism and rural development on the basis of single-minded research on rural tourism, rural construction, and rural development. In the context of targeted poverty alleviation and the construction of beautiful countryside, scholars have begun to explore the sustainable development of the rural tourism industry and its important role in rural targeted poverty alleviation and new urbanization construction. For example, Zhang Shumin comprehensively analyzed the driving factors and interaction mechanism of China's rural tourism development through the tourism system theory [9]. He Ge made a comprehensive evaluation of the sustainable development of rural tourism by using the fuzzy comprehensive evaluation method and the AHP [10]. Deng Xiaohai pointed out in the research on the accurate identification of tourism and poverty alleviation that the accurate identification of tourism poverty alleviation is of great significance to the precision of poverty alleviation and the efficiency of rural development [11]. In the later stage of the exploration stage, scholars conducted targeted research on the mechanism, operation mechanism, and realization path of tourism in promoting rural development. For example, Wang Chaochao studied the important role of rural tourism in promoting rural economic and social development and the remodeling of natural and human environment in the analysis of rural revival based on the perspective of rural tourism [12]. In the development and research of rural tourism, Yang Jing constructed three approaches to the development of rural tourism resources, namely, the beauty of rural tourists, the beauty of rural tourism ecology, and the harmonious beauty of rural tourism [13]. Wang Wenyan further explored the effective ways to improve the efficiency of tourism poverty alleviation and the effect of targeted poverty alleviation in the exploration of ways for rural tourism to help targeted poverty alleviation [14]. Zhang Chunmei introduced the relevant theories of rural tourism precision poverty alleviation in the research on the operation mechanism, practical difficulties and solutions of rural tourism precision poverty alleviation, and discussed the operation mechanism of rural tourism precision poverty alleviation [15].

In the exploratory stage of tourism promotion of rural development research, the research direction is mainly to develop rural tourism, build beautiful

villages, explore the mechanism of tourism poverty alleviation, accelerate the realization of tourism industry to promote targeted poverty alleviation, build a good situation in which rural tourism drives rural development, and promote new towns. It aims to explore the correct path of tourism targeted poverty alleviation and rural development, to achieve sustainable industrial development, and to build a way to develop rural tourism resources.

### 3.6.2 Development Stages of Tourism for Rural Development Research (2017-2021)

In 2017, the report of the 19th National Congress of the Communist Party of China put forward the key rural development strategy of rural revitalization. The implementation of the rural revitalization strategy will be promoted in an orderly manner in terms of creating a new style of beautiful rural areas. This has decisive guiding significance for the research in the field of tourism promotion of rural development. It is precisely because of the rural revitalization strategy that the field of tourism promotion of rural development has a clear development theme, and related research began to develop like mushrooms in 2017.

Through the specific analysis of the research content of this stage by Citespace software, it is concluded that the main high-frequency keywords appearing in the literature published from 2017 to 2019 are: rural revitalization, rural tourism, rural revitalization strategy, cultural and tourism integration, industrial integration, tourism poverty alleviation, traditional villages, and targeted poverty alleviation. After further cluster analysis of the keywords, the keyword cluster tags are extracted. As shown in "Figure 8", the top ten keyword cluster tags are: characteristic towns, rural revitalization strategies, tourism, industrial integration, ethnic areas, rural areas culture, cultural tourism integration, path, beautiful countryside, urban-rural relationship.

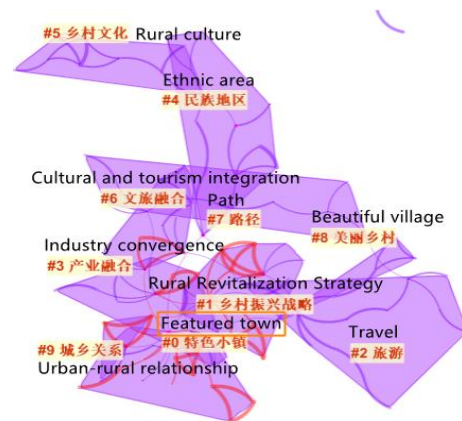


Figure 8 Keyword cluster map.

In the development stage of tourism-promoting rural development research, with the rural revitalization strategy as a clear guideline, scholars' conceptual cognition, theoretical basis, and original There is a basis for research. For example, Zhu Jianjiang proposed in his research on rural revitalization and rural tourism development that the mechanism of rural tourism development includes: spatial support, planning support and mechanism of rural tourism development includes: spatial support, planning support and mechanism guarantee [16], which supplements the basic theory of tourism promoting rural development. In his research on how to implement the rural revitalization strategy, He Xuefeng proposed that the development of rural revitalization should focus on the development of general agricultural areas in the central and western regions, rather than the construction of icing on the cake in well-developed areas [17]. Direction has been further researched. In the study of rural tourism-led rural revitalization, Lu Lin deeply studied the theoretical and logical mechanism of rural tourism-led rural revitalization [18], and further improved the theoretical basis for tourism to promote rural development. At the same time, in the practical research, the research on tourism promoting rural development takes traditional villages as the research object, and takes industrial integration and green development as development methods, and conducts in-depth research on how to develop rural tourism well, and at the same time, it is helpful for rural poverty alleviation and rural urbanization. In-depth discussion and research have been carried out on the development of rural tourism and the research on the mechanism of rural tourism promoting rural development. For example, Yin Yuan proposed in his research on the development logic and path selection of rural tourism that the rural revitalization strategy and the development of rural

tourism should be promoted by building an industrial system dominated by industrial integration [19]. Yan Wenhua drew on the overseas experience of promoting rural development in the field and pointed out that the role of tourism in driving rural revitalization should be brought into full play by giving full play to the leading role of policies and highlighting the value of tourism platforms [20]. In the research on the coupling mechanism and coordinated development of rural revitalization-rural tourism system, Li Zhilong explained the action mechanism and evolution law of rural revitalization-rural tourism system through case analysis [21].

The 2020 Central Document No. 1 proposes to develop rural industries that enrich the people. The whole industrial chain with agricultural characteristics has become the main direction of rural development. Fully understand and investigate the advantages of local natural resources and social resources, and accelerate the integration and development of rural "three industries" to form industrial clusters. The proposal of the No. 1 Central Document further clarifies the development path of rural industrial integration, which has new significance for the development of rural tourism service industry, and has made new breakthroughs in the research direction of tourism to promote rural development.

In the research field of tourism promoting rural development in the past two years, on the one hand, scholars have further explored the conceptual cognition and theoretical basis of tourism and rural revitalization. For example, in her research on local practice in tourism development and rural revitalization, Sun Jiuxia proposed that the development and revitalization of rural areas by tourism is a complex of coordinated development of economy, culture, ecology and other aspects [22]. Jia Weihuan, in his research on rural tourism boosting rural revitalization in the new era, put forward the concept definition and business characteristics of new rural tourism, and from six perspectives, expounded the internal mechanism of rural tourism promoting rural development and then boosting rural revitalization. [23]. In the research of rural tourism boosting rural revitalization, Lin Jing made a specific analysis from the internal mechanism and development path of the positive impact of rural tourism on the implementation of Chinese rural revitalization strategy [24]. On the other hand, it studies the development of rural culture, cultural and tourism integration and other related aspects of rural cultural development. For

example, Liu Yutang pointed out in his research on the core competitiveness of rural tourism from the perspective of cultural and tourism integration that the improvement of quality, efficiency and upgrading and transformation of rural tourism requires the integration of cultural and tourism to provide a new impetus, thereby promoting the construction of rural characteristic cultural spaces and improving rural tourism. [25] Through the perspective of service, it is suggested to build a new path for tourism to promote rural development. Han Boran stated in his research on the optimization and upgrading of the rural tourism economy and industry that adhering to the protection and inheritance of rural characteristic culture and core resources is the key to promoting rural development [26]. In his research on the integration of culture and tourism to promote rural revitalization, Yang Zhan proposed that the integration of culture and tourism to promote rural cultural revitalization has leading value, cultural value, economic value and emotional value [27]. In his research on the mechanism and policy path of the integration of culture and tourism and rural revitalization, Fu Caiwu stated that the impression of farming culture that exists widely in social consciousness is the source of power to promote the integration of rural culture and tourism [28].

A comparison of the exploratory stage (2011-2016) and the development stage (2017-2021) of tourism-promoting rural development research shows that from the exploratory stage to the development stage, Chinese research on tourism-promoting rural development has changed from sporadic to comprehensive Blossoming, based on the original research on the construction of beautiful countryside and the promotion of targeted poverty alleviation by tourism, has transitioned to the research scope of tourism poverty alleviation, industrial integration, and rural revitalization. Before the rural revitalization strategy was put forward, scholars had already realized the role of tourism in promoting rural development and had fully carried out basic research. Therefore, after the rural revitalization strategy was proposed, scholars could quickly respond to the new field of combining tourism and rural revitalization strategy. . After the rural revitalization strategy was put forward, the overall research direction of rural revitalization, rural tourism, and rural revitalization strategy remained unchanged. In the exploration stage, China is in a critical period of poverty alleviation. The research on tourism to promote rural development mainly focuses on tourism



poverty alleviation, targeted poverty alleviation, green development, and rural development. At the development stage, China has reached the final year of poverty alleviation. By 2021, after the comprehensive poverty alleviation is achieved, the vigorous development of rural revitalization will be further launched. The research direction of tourism to promote rural development has also undergone new changes. The integration of ethnic areas, rural culture, and cultural tourism has quickly become a new research hotspot.

#### **4. RESEARCH TREND ANALYSIS**

According to the research status of tourism promoting rural development research and the research hotspots in recent years, future research on tourism promoting rural development should focus on the following aspects.

##### ***4.1 The Research Subject of Tourism Contributing to Rural Development***

It is necessary to further promote the cooperative relationship between research subjects and increase the quantity of high-quality literature. With the further in-depth research on the promotion of rural development by tourism, the problems faced become more and more complex, and it is difficult to solve only by individuals. In the current research in this field, the cooperative relationship between scholars and scholars and institutions is not close enough, especially the lack of large-scale cooperation, which is an important reason for the decrease in the proportion of high-quality literature in the total published volume in recent years. Various research subjects should actively communicate through conferences, forums and other activities, establish cooperative groups related to rural revitalization strategies through multi-party cooperation, effectively use the Internet media, conduct academic exchanges in a timely and efficient manner, and further promote cooperation between research subjects.

##### ***4.2 Participating Subjects of Tourism Contributing to Rural Development***

###### ***4.2.1 Exploring the Role of Stakeholders in Rural Tourism***

In the development of rural tourism economy, interests are an important factor affecting the development of the tourism industry. Whether the interest demands of stakeholders are correctly

treated and the conflict of interests of stakeholders are all positive or negative factors affecting the interests of stakeholders. Through the analysis of this paper, it is found that rural development, poverty-stricken areas, poverty alleviation and other aspects reflect that rural tourism promotes rural development is dominated by the economic goal of promoting agricultural industry development and improving farmers' living standards, which requires further exploration of the stakeholders in rural tourism. To improve the theoretical basis and practical experience of the role between stakeholders, in order to reduce or eliminate the benefits that may hinder the development of the industry in the future rural development, it is necessary to improve the relationship between stakeholders in rural tourism in the future. In-depth exploration of the each stakeholder to effective control of the behaviors, demands, conflicts, etc. It can ensure the positive role of interests in rural development.

###### ***4.2.2 Exploring the Fundamental Value of Rural Tourism to Participating Individuals***

Research on characteristic towns, leisure agriculture, and cultural tourism shows that the current development of rural tourism industry has entered a higher level. In order to continue to ensure the driving force of industrial development, more in-depth research is needed. At present, China is accelerating the construction of new rural areas, the development of rural urbanization, and the integrated development of urban and rural areas. Although such a development model in rural areas is helpful to the economic growth of modernization and industrialization, with the continuous acceleration of urbanization, The negative impact of its development on rural tourism itself is gradually revealed [29], resulting in the over-commercialization and urbanization of rural tourism and the impact of rural culture by urban popular culture and concepts. In this mode, whether to generate fundamental value for individuals participating in rural tourism or how to enhance the fundamental value of rural tourism to participating individuals, so as to truly preserve and spread the traditional rural culture and charm that attract tourists to participate in rural tourism. At the same time, further exploring the deeper appeal of rural tourism has become an important research content for the future development of rural tourism.

### **4.3 Theoretical Research on Tourism Contributing to Rural Development**

#### **4.3.1 Exploring the Basic Theoretical Research of Tourism Promoting Rural Development**

The scope of Chinese tourism to promote rural development is rich and diverse, and the countries, society, culture, economy, and the country, society, culture, and economy undertaken by the research on the basic theory are very different in different time and space. On the basis of the research, the similarities and differences in the promotion of rural development by tourism in different time and space are studied in a targeted manner. Through the analysis and summary of the similarities and differences, the macroscopic and holistic theories are improved on the basis of the similarities, so as to ensure the correct direction of rural tourism development. The differences are based on better grasp of the differences in the promotion of rural development by tourism, and provide a basis for the development of different regions according to local conditions. In addition, China takes the unique rural revitalization strategy as the development background. Rural tourism is not only two things about the countryside and tourism, but also carries the major strategy and significance of rural revitalization and the realization of the great rejuvenation of the Chinese nation. Therefore, in the future research, not only the research on the theoretical system of rural tourism itself, but also on a series of issues on how rural tourism can better promote rural revitalization should be conducted in depth.

#### **4.3.2 Exploring the Deep Relationship Between Rural Tourism and Rural Development**

How to enhance the endogenous power of rural development is the key to sustainable rural development. How to build a coordinated development system of rural systems is of great significance for the stable development of rural areas [30]. As a subsystem of rural revitalization strategy, while exploring the master-slave relationship between rural revitalization and rural tourism, it is also necessary to deeply study the interaction between rural tourism and other subsystems under the development of rural revitalization strategies, so as to better enable each The full cooperation between the departments

ensures the sustainable and stable development of rural development.

#### **4.3.3 Exploring the New Realization Path of Tourism To Promote Rural Development**

Through the review and analysis of this paper, it can be concluded that in the past two years, the realization path of tourism to promote rural development has mainly focused on the integrated development of industry and the integrated development of culture and tourism. In the future integrated development of rural industries, how to extend the development of the existing industries in the villages without the tourism industry to form industrial integration, develop the development of the tertiary industry, and how to use the tertiary industry to drive the development of the primary and secondary industries in the villages where the tourism industry originally existed In order to promote the integrated development of the three industries and other issues, it is necessary to deeply study the relationship between the tourism industry and the integrated development of industries, so as to open up a new path for the realization of the overall development of the countryside. In the future integrated development of rural culture and tourism, with the construction direction of "one village, one scene, one village and one product" as the leading direction, in-depth research on the connotation of rural culture will provide a theoretical basis for highlighting the characteristics of rural tourism, developing characteristic tourism products, and preventing rural cultural tourism. There is a stereotyped situation in integration, avoiding the complete convergence and development of rural tourism, and building a development path tailored to local conditions for tourism to promote rural development.

## **5. CONCLUSION**

To sum up, in terms of researchers and institutions, the distribution of researchers in the research on rural tourism promotion of rural development is relatively scattered, and no close and large-scale research team has been formed, and most of the teams are teacher-student cooperation. The number of leaders in the field, but the degree of communication with each other is low, and a broad academic consensus has not yet been formed. There is no intensive cooperative relationship between research institutions, and there is only one large-scale cooperative team.

In terms of research content, the development of rural tourism to promote rural development is always guided by economic development and guaranteed by green ecology; the policy-oriented research is relatively obvious. Mainly, in the later period, there appeared specific research on different subjects participating in rural tourism; scholars' discourses were diversified, and tourism-promoting rural development research has been closely following the policy orientation. However, in recent years, under the diverse research conclusions of scholars, reflective topics more and more, the protection of traditional culture and the transformation of rural structure have guided the construction of rural tourism and rural development from different perspectives.

### AUTHORS' CONTRIBUTIONS

Yaojie Wu wrote the manuscript, Youcheng Chen contributed to revising and editing, Qi Wei analysed data, Yongqiang Ma contributed to revising and editing.

### REFERENCES

- [1] Liu Zizi. Global Tourism of Rural Revitalization Strategy: An Analytical Framework [J]. *Reform*, 2017(12): 80-92.
- [2] Yin Yuan, Li Xiaoqin. The development logic and path selection of rural tourism under the background of rural revitalization strategy [J]. *Journal of the National School of Administration*, 2018(05): 182-186+193. DOI: <http://dx.doi.org/10.14063/j.cnki.1008-9314.20181023.026>
- [3] Yin Kui. Analysis of influencing factors of rural development based on green tourism [J]. *China Agricultural Resources and Zoning*, 2019, 40(06): 207-213.
- [4] Sun Jiuxia, Huang Kaijie, Wang Xueji. Tourism Development and Rural Revitalization Based on Local Practice: Logic and Case [J]. *Tourism Journal*, 2020, 35(03): 39-49. DOI: <http://dx.doi.org/10.19765/j.cnki.1002-5006.2020.03.009>
- [5] Xie Tianhui. A review of the development of rural tourism in China [J]. *Hubei Agricultural Science*, 2014, 53(11): 2715-2720. DOI: <http://dx.doi.org/10.14088/j.cnki.issn0439-8114.2014.11.055>
- [6] Huang Zhenfang, Zhang Yuangang, Jia Wentong, Hong Xueting, Yu Runzhe. The research process of rural tourism in China and the development trend of the new era [J]. *Journal of Natural Resources*, 2021, 36(10): 2615-2633.
- [7] Han Zenglin, Li Bin, Zhang Kunling, Li Xuan. Knowledge Graph Analysis Based on CiteSpace China Marine Economic Research [J]. *Geographical Sciences*, 2016, 36(05): 643-652. DOI: <http://dx.doi.org/10.13249/j.cnki.sgs.2016.05.001>
- [8] An Chuanyan, Li Tongsheng, Zhai Zhouyan, Fu Qiang. Characteristics and Trends of Rural Tourism Research in China from 1992 to 2016: Based on CiteSpace Knowledge Graph Analysis [J]. *Advances in Geographical Sciences*, 2018, 37(09): 1186-1200.
- [9] Zhang Shumin, Zhong Linsheng, Wang Lingen. Discussion on the Development Mode of China's Rural Tourism Based on Tourism System Theory [J]. *Geographical Research*, 2012, 31(11): 2094-2103.
- [10] He Ge, Hu Yanmei. Evaluation of Sustainable Development of Rural Tourism in Scenic Counties: Taking Changning, Sichuan as an Example [J]. *China Agricultural Resources and Zoning*, 2012, 33(06): 85-90.
- [11] Deng Xiaohai, Zeng Liang, Luo Mingyi. Research on the precise identification of tourism poverty alleviation under the background of precise poverty alleviation [J]. *Ecological Economy*, 2015, 31(04): 94-98.
- [12] Wang Chaochao, Li Xiaokun, Li Sainan, Xie Ling, Jiang Jiajia, Tang Xiongying. An Analysis of Rural Revival Based on the Perspective of Rural Tourism—Taking the Construction of Rural Park in Fenghuang Village, Wanzhou District, Chongqing as an Example [J]. *Journal of Chongqing Normal University (Nature Science Edition)*, 2016, 33(06): 162-168.
- [13] Yang Jing. Research on rural tourism development under the construction of beautiful countryside [J]. *Agricultural Economics*, 2016(05): 29-30.
- [14] Wang Wenyan, Yu Maohui. Exploration on the Ways of Rural Tourism Helping Targeted

- Poverty Alleviation [J]. Contemporary Rural Finance, 2016(11):36-38.
- [15] Zhang Chunmei, Huang Hongdi, Zeng Yi. Operation Mechanism, Real Dilemma and Solution Path of Rural Tourism Precision Poverty Alleviation [J]. Journal of Agriculture and Forestry Economics and Management, 2016, 15(06): 625-631. DOI: <http://dx.doi.org/10.16195/j.cnki.cn36-1328/f.2016.06.076>
- [16] Zhu Jianjiang. Rural Revitalization and Rural Tourism Development: Taking Shanghai as an Example [J]. Shanghai Economy, 2017(06): 17-24.
- [17] He Xuefeng. Several issues on the implementation of rural revitalization strategy [J]. Journal of Nanjing Agricultural University (Social Science Edition), 2018,18(03):19-26+152.
- [18] Lu Lin, Ren Yisheng, Zhu Daocai, Cheng Jiumiao, Yang Xingzhu, Yang Zhao, Yao Guorong. Research framework and prospect of rural tourism-led rural revitalization [J]. Geographical Research, 2019, 38(01): 102-118.
- [19] Yin Yuan, Li Xiaoqin. The development logic and path selection of rural tourism under the background of rural revitalization strategy [J]. Journal of the National School of Administration, 2018(05):182-186+193. DOI:<http://dx.doi.org/10.14063/j.cnki.1008-9314.20181023.026>
- [20] Yan Wenhua. Overseas experience of leisure agriculture and rural tourism driving rural revitalization [J]. China Agricultural Resources and Zoning, 2018, 39(11): 200-204+224.
- [21] Li Zhilong. Research on the Coupling Mechanism and Coordinated Development of Rural Revitalization-Rural Tourism System: Taking Fenghuang County, Hunan as an Example [J]. Geographical Research, 2019, 38(03): 643-654.
- [22] Sun Jiuxia, Huang Kaijie, Wang Xueji. Tourism Development and Rural Revitalization Based on Local Practice: Logic and Case [J]. Tourism Journal, 2020, 35(03): 39-49. DOI: <http://dx.doi.org/10.19765/j.cnki.1002-5006.2020.03.009>
- [23] Jia Weihuan, Fu Gang. Rural tourism boosts rural revitalization in the new era: mechanism, model and countermeasures [J]. Rural Economy, 2020(03):19-25.
- [24] Lin Jing. The internal mechanism and development path of rural tourism boosting rural revitalization [J]. Agricultural Economy, 2021(11):75-76.
- [25] Liu Yutang, Gao Ruixia. Research on the core competitiveness of rural tourism from the perspective of cultural and tourism integration [J]. Theory Monthly, 2020(01):92-100. DOI:<http://dx.doi.org/10.14180/j.cnki.1004-0544.2020.01.010>
- [26] Han Boran. Strategies for the optimization and upgrading of rural tourism economic industry [J]. Social Scientist, 2021(04):52-57.
- [27] Yang Zhen, Fan Zhou. The mechanism and implementation path of the integration of culture and tourism to promote the revitalization of rural culture [J]. Publishing WideAngle, 2021(19):37-40. DOI:<http://dx.doi.org/10.16491/j.cnki.cn45-1216/g2.2021.19.008>
- [28] Fu Caiwu, Cheng Yumei. The Mechanism and Policy Path of Cultural Tourism Integration in Rural Revitalization: A Macro Framework [J]. Journal of Central China Normal University (Humanities and Social Sciences Edition), 2021, 60(06): 69-77.
- [29] Qiu Yuhua, Wu Yijin. Path selection of rural tourism development in China in the process of urbanization [J]. Socialist Research, 2012(01):101-104.
- [30] Li Zhilong. Rural Revitalization-Rural Tourism System Coupling Mechanism and Coordinated Development Research: Taking Fenghuang County, Hunan as an Example [J]. Geographical Research, 2019, 38(03): 643-654.