

Study on the Township Sage Culture for Enhancing the Economic Development of Rural Tourism

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ABSTRACT

The tourism sector, as one of the pivotal pillars of the global economy, is undergoing a profound transformation in recent years, propelled by the rapid advancement of smart technologies. The concept of smart tourism has emerged, encompassing the utilization of cutting-edge technologies such as big data, the Internet of Things, and artificial intelligence to realize intelligent, personalized, and efficient tourism services. Smart tourism not only offers travelers the pinnacle of travel experiences but also profoundly alters the operational models and employment landscape of the tourism industry. Rural tourism, as a vital component of the tourism sector, garners significant attention due to its potential to foster rural economic development and advance rural revitalization strategies. Within this narrative, the ethos of local wisdom, a pivotal facet of rural traditional culture, assumes a critical role. Examining the impact of smart tourism on the economic development of rural tourism, particularly how it synergizes with local wisdom culture to invigorate rural tourism, thus enhancing employment in the tourism sector, is a pertinent and compelling inquiry deserving attention at present.

KEYWORDS

Rural Tourism; Economic Development; Township Culture.

1. INTRODUCTION

The concept of intelligent tourism, merging modern technology with traditional travel, is garnering widespread attention globally. At its essence lies the enhancement of service quality and user experience through the utilization of big data, artificial intelligence, and IoT technologies. Intelligent tourism not only transforms the paradigm of traditional travel services but also significantly influences the employment landscape within the tourism industry. Emerging roles such as those in smart devices, automated services, and data analysis gradually supplant conventional positions, a shift particularly pronounced in rural tourism. Leveraging its unique natural landscapes, cultural resources, and leisurely experiences, rural tourism has become a vital avenue for modern individuals seeking relaxation and leisure. Embedded with local history and cultural essence, the culture of esteemed individuals constitutes a prominent feature of rural tourism, embodying the rural heritage and humanistic spirit. The fusion of intelligent tourism and esteemed individual culture presents fresh opportunities for the economic advancement of rural tourism. Empowering rural tourism management, product development, and marketing through digital means, intelligent tourism technologies propel rural economic growth. Esteemed individual culture shapes and perpetuates rural tourism sites, infusing tourism products with profound cultural significance. Furthermore, intelligent tourism technologies aid in the dissemination and promotion of esteemed individual culture, augmenting visitor awareness and acceptance of rural tourism products. The deep integration of esteemed

individual culture and intelligent tourism technologies optimizes the rural tourism industry chain, enhancing efficiency across its various segments and further stimulating rural tourism economic development [1]. Hence, analyzing the roles of intelligent tourism and esteemed individual culture in rural tourism economic development and exploring strategies and pathways to enhance it represent crucial research directions presently.

2. ANALYSIS OF THE CURRENT SITUATION OF RURAL TOURISM ECONOMIC DEVELOPMENT

Rural tourism economy, as a burgeoning catalyst for regional economic development, has made significant strides in recent years. However, beneath its flourishing facade, the rural tourism economy also confronts numerous challenges and bottlenecks. To provide a more vivid depiction of the current state of rural tourism economy development, Table 1 presents select key data and trends:

Table 1. Current Development of Rural Tourism Economy

Development indicators	Current performance
Number of tourists	Continuous growth in recent years, but uneven growth between regions
Infrastructure	Weak infrastructure in some areas, affecting the visitor experience
Cultural Resources Development	Insufficient development of cultural resources, lacking characteristics and depth
Economic Income	Tourism revenue has increased, but the distribution of revenue is uneven, and some villagers have not benefited.
Policy Support	Increasing government policy support, but the implementation effect needs to be improved.
Social Participation	Local residents' participation is low, failing to fully stimulate community vitality

The current state of rural tourism development indicates that, despite significant overall growth, there are still some pressing issues to address. Primarily, while the increase in tourist numbers has brought about notable economic benefits, uneven regional development has left certain rural areas underserved. Insufficient infrastructure in remote regions hinders their ability to attract and retain visitors, directly impacting the tourism experience and economic returns. The underdevelopment of cultural resources presents another significant bottleneck. Many rural areas boast rich cultural heritage and natural landscapes, yet inadequate development efforts and a lack of specialized exploration have led to severe homogenization in rural tourism, failing to generate lasting appeal. Additionally, while rural tourism generates economic gains, uneven distribution of profits leaves some villagers without direct benefits, even sparking social conflicts. Despite governmental introduction of various policies supporting rural tourism, their implementation and effectiveness still require improvement. Inconsistent and short-lived policy execution poses numerous challenges at the grassroots level [2]. More importantly, the development of rural tourism necessitates full engagement and participation from local residents, yet current levels of involvement remain insufficient, failing to fully ignite the intrinsic motivation within communities.

3. IMPACT OF SAGE CULTURE ON RURAL TOURISM ECONOMIC DEVELOPMENT

3.1. Shaping and Inheritance of Village Sage Culture on Rural Tourism Attractions

The cultivation and perpetuation of local eminent culture play a pivotal role in shaping and perpetuating rural tourist attractions. Throughout the development of rural tourism, eminent culture serves not only as a precious resource enriching the tourism experience but also as a significant element in attracting visitors. The historical narratives, cultural ethos, and traditional craftsmanship encapsulated within eminent culture bestow upon rural tourist sites a distinctive charm and profound cultural heritage. Eminent culture manifests itself in diverse forms, including the preservation of eminent figures' residences, commemorative museums, exhibitions showcasing their achievements, and festivities honoring their contributions. These attractions and events not only facilitate visitors' deeper understanding of local history and culture but also enhance their sense of engagement and interactive experience. For instance, in themed tourist sites centered around eminent figures, visitors can explore their residences, learn about their life stories, and even partake in activities preserving traditional crafts. Such immersive experiences not only offer knowledge and enjoyment to visitors but also promote the perpetuation and dissemination of eminent culture. The inheritance of eminent culture can also be sustained and innovated through modern technological means. The utilization of digital displays, virtual reality, and augmented reality technologies renders eminent culture more vivid and immersive. Through these modern technologies, visitors can not only physically visit eminent cultural sites but also experience the wisdom and charisma of eminent figures in virtual realms. This innovative mode of presentation not only appeals to younger generations of tourists but also rejuvenates eminent culture with new vigor and vitality. Furthermore, the shaping of rural tourist attractions by eminent culture reflects a reverence for and commitment to safeguarding local cultural heritage. The development of rural tourism often accompanies modernization and development; however, throughout this process, eminent culture, as the soul and essence of rural areas, requires special protection and perpetuation. By delving deep into and showcasing eminent culture, rural tourism's cultural significance can be elevated, ensuring that traditional culture is not forgotten amidst modernization. In conclusion, the cultivation and perpetuation of eminent culture in rural tourist attractions not only enrich the content and form of tourism but also enhance its cultural depth and allure [3]. Through modern technology and innovative approaches, eminent culture will continue to play a significant role in rural tourism, serving as a bridge between history and modernity, tradition and innovation.

3.2. Development and Promotion of Rural Tourism Products by Sage Culture

The culture of local elites plays a pivotal role in the development and promotion of rural tourism products. These elites, esteemed individuals within their communities, serve not only as custodians and catalysts of rural culture but also as vital representatives of local distinctiveness and spiritual civilization. By delving into and leveraging the culture of these elites, rural tourism products can be imbued with unique cultural connotations and narrative backgrounds, enhancing their allure and competitiveness. The culture of local elites has the potential to infuse rural tourism with distinctive cultural symbols and brand value. For instance, through the exploits, achievements, and influence of these elites, culturally distinctive tourism products can be crafted, such as elite residences, memorials, and themed parks. These venues not only showcase the lives and work of the local elites but also allow visitors to delve into and experience the charm of local culture through interactive experiences and cultural activities. In terms of promoting rural tourism products, the culture of local elites similarly holds significant advantages. As local luminaries, their stories and influence serve as potent publicity tools in themselves. Promoting the culture of local elites through various media channels, such as documentaries, literary works, and news reports, can effectively enhance the visibility and reputation of rural tourism. Furthermore, the social networks and resources of local elites themselves

provide valuable support for the promotion of rural tourism, attracting more tourists and investors to engage in and support rural tourism through their charisma and influence. In summary, the culture of local elites plays an irreplaceable role in the development and promotion of rural tourism products. It not only infuses rural tourism with profound cultural heritage but also enhances its market attractiveness and competitiveness through unique cultural symbols and brand value. Fully tapping into and leveraging the culture of local elites holds significant practical significance and long-term impact in driving the development of rural tourism economy.

3.3. Promotion and Optimization of Rural Tourism Industry Chain by Rural Sage Culture

The promotion and optimization of the rural tourism industry chain are particularly crucial through the culture of local elites. As paragons of rural society, they possess not only profound local cultural heritage but also extensive social networks and rich managerial experience. These attributes render them irreplaceable in the advancement of rural tourism economies. The culture of local elites effectively consolidates the strength of rural residents. Through their exemplar effect, rural inhabitants are more prone to unite and actively participate in the development of the tourism industry. This inherent cohesion not only enhances the overall competitiveness of rural areas but also elevates the quality and service standards of tourism projects, thus attracting more visitors and fostering comprehensive rural economic growth. In terms of resource integration, the role of elite culture cannot be overlooked [4]. Local elites typically possess an in-depth understanding of the natural and cultural resources of their areas, enabling them to scientifically plan and judiciously utilize these resources, thereby averting waste or overexploitation. Through their guidance, rural tourism projects can better embody local characteristics, forge distinctive tourism brands, and further enhance the added value of the tourism industry. Furthermore, local elites hold clear advantages in fundraising and technology introduction. With their economic prowess or extensive social resources, they can attract external funding and advanced technologies, addressing the shortcomings in the development of rural tourism industries. Through their networking efforts, the linkage between rural and urban areas, as well as between enterprises and markets, becomes tighter, fostering the extension and optimization of the rural tourism industry chain. In summary, the culture of local elites not only promotes various aspects of the rural tourism industry chain but also enhances the overall developmental environment. By leveraging the unique advantages of local elites, rural tourism economies can embark on a path of sustainable development, achieving a win-win situation for both economic and social benefits.

4. STRATEGIES AND PATHS FOR ENHANCING THE RURAL TOURISM ECONOMIC DEVELOPMENT OF TOWNSHIP SAGE CULTURE

4.1. Strengthening the Inheritance and Protection of Village Sage Culture

The cultured local elite, as a distinctive social asset, plays a crucial role in enhancing the economic development of rural tourism. Strengthening the inheritance and protection of this cultural heritage not only enhances the appeal of local culture but also boosts the cultural identity and cohesion of villagers, promoting sustainable development of rural tourism. The inheritance and protection of the cultured local elite require a clear understanding of their cultural value and historical significance. They are not only witnesses and chroniclers of local history but also guardians and disseminators of rural culture. Their deeds and spiritual essence can be preserved and passed down through the establishment and exhibition of village history museums and halls dedicated to local elites. In this way, tourists can not only enjoy the natural beauty of the countryside but also deeply experience its rich cultural heritage, thereby enhancing the depth and quality of the tourism experience. In addition to preserving material cultural heritage, the inheritance of intangible cultural heritage is equally

crucial. Traditional rural crafts, folk activities, and local operas are all integral components of the cultured local elite. These cultural heritages need protection and transmission through traditional cultural activities and the establishment of learning centers. For example, in rural tourism projects, there can be arrangements for traditional craft demonstrations and interactive experiences, allowing visitors to understand and appreciate the unique charm of rural culture through participation. To ensure the long-term sustainability of the inheritance and protection of the cultured local elite, a comprehensive system of safeguarding mechanisms must be established. This includes the formulation of relevant cultural protection policies, establishment of special funds, and encouragement of participation from various sectors of society. Through policy guidance and economic support, more professionals and volunteers can be attracted to engage in the protection of the cultured local elite, fostering a favorable environment of cooperation among government, enterprises, and society. The inheritance and protection of the cultured local elite are not only about respecting history and continuing culture but also an important strategy to enhance the economic development of rural tourism. By deeply exploring and promoting the cultured local elite, rural areas can create a distinctive cultural tourism brand, attracting more tourists for sightseeing and experience, thus driving local economic development. This beneficial interaction between culture and economy will inject new vitality into the revitalization and sustainable development of rural areas [5].

4.2. Promote the Integration and Development of Village Sage Culture and Rural Tourism Industry

The amalgamation of local elite culture with rural tourism industry not only serves as a vital avenue for enhancing the economic prowess of rural tourism, but also stands as a pivotal means to foster the inheritance and innovation of rural culture. Elite culture, steeped in profound regional heritage, encompasses a wealth of historical narratives, ethical norms, and social networks. By intertwining such culture with the rural tourism industry, it becomes plausible to significantly augment the allure and added value of rural tourism. Elite culture represents a paramount spiritual asset of rural society, coalescing the collective memory and cultural identity of rural residents. Through the excavation and dissemination of local elite anecdotes, a distinctive tourism brand can be fashioned [6]. For instance, activities like elite culture festivals and tours to elite residences enable tourists to not only relish the scenic beauty but also immerse themselves in a rich cultural ambiance. Such an approach not only enriches the tourism experience but also deepens tourists' understanding and affinity towards rural history and culture. Concurrently, the integration of elite culture can catalyze the development of rural handicrafts, local specialties, and other industries. Souvenirs and handicrafts themed around elite culture not only cater to tourists' consumption demands but also furnish new employment opportunities and income sources for local residents. For example, cultural products designed based on the stories of renowned local elites have garnered widespread acclaim in the market, propelling the development of the local tourism souvenir industry [7]. Below presents a set of pertinent data, with Table 2 delineating the economic benefits accrued by a certain locality in the process of promoting the fusion of elite culture with rural tourism:

The data indicates that as the integration of local cultural elites and rural tourism deepens, there is a noticeable upward trend in both the number of visitors and tourism revenue. This not only enhances the local economic status but also fosters the preservation and inheritance of rural culture. Furthermore, the integrated development of local cultural elites also contributes to the improvement of rural governance. By leveraging the social influence of local elites, it is possible to effectively promote the harmonious development of rural communities. For instance, the mediating role and demonstration effect of local elites in rural governance help resolve conflicts among villagers and strengthen their cohesion and centripetal force. In summary, promoting the integration of local cultural elites and rural tourism is a strategic choice with profound significance. It not only benefits the economic returns of rural tourism but also facilitates the inheritance and innovation of rural culture, injecting new vitality into rural revitalization. Through continuous exploration and practice, it is

believed that the integration of local cultural elites and rural tourism will achieve even more fruitful results.

Table 2. Economic Benefits Achieved in the Process of Promoting the Integration and Development of Township Sage Culture and Rural Tourism

Year	Number of Visitors to the Township Sage Cultural Festival (10,000 people)	Gross Tourism Income (billion yuan)	Income from sales of cultural products (billion yuan)
2018	15	12	1.2
2019	20	15	1.8
2020	25	18	2.5
2021	30	22	3.0
2022	35	25	3.8

4.3. Guiding the Participation of Village Sages in Rural Tourism Planning and Management

The culture of local elites plays a significant role in the development of rural tourism, particularly in guiding their involvement in planning and managing rural tourism, where they possess unique advantages and influence. These elites, recognized for their wisdom and prestige within the countryside, not only possess profound knowledge of local history and culture but also wield considerable influence and appeal in their communities. Therefore, guiding these local elites to actively participate in the planning and management of rural tourism can infuse it with distinctive cultural connotations and managerial wisdom. Facilitating the active engagement of local elites in rural tourism planning and management first requires institutional guarantees. Local governments and relevant agencies should establish and refine systems and mechanisms for the involvement of local elites in rural tourism development, clearly defining their roles and responsibilities in tourism planning, resource development, and project management. By establishing advisory committees or development associations for local elites, they can play a role in decision-making processes, ensuring that rural tourism development aligns with local realities and long-term interests. Furthermore, the cultural heritage and networking resources of local elites are invaluable assets. In tourism planning, one can fully leverage their profound understanding of local history, culture, and folklore to create tourism products and projects that reflect regional characteristics. For example, local elites can organize and guide activities such as traditional handicrafts and folk performances, integrating these authentic cultural elements into the tourism experience to enhance visitor engagement and satisfaction [8]. At the same time, the extensive social networks of local elites can attract more social resources to invest in rural tourism, including financial, technological, and marketing support. In terms of management, the experience and wisdom of local elites are indispensable. They have accumulated rich experience in community governance and public affairs management, enabling them to play a crucial role in the operation and maintenance of tourism projects. For instance, in managing scenic areas, local elites can help coordinate relationships between villagers and tourism enterprises, mitigate potential conflicts, and promote win-win cooperation. Additionally, local elites can provide guidance on environmental protection and sustainable development, ensuring that tourism development does not come at the cost of environmental degradation, achieving a balance between economic benefits and ecological conservation. The involvement of local elites not only enhances the cultural quality and management level of rural tourism but also strengthens the cohesion and sense of belonging within rural communities [9]. Under their leadership, more villagers will actively participate in tourism development, fostering a positive social atmosphere and collective consensus,

collectively driving the sustainable development of rural tourism economy. By guiding the participation of local elites in rural tourism planning and management, we can effectively transform local elite culture into a unique advantage for rural tourism, achieving both cultural inheritance and innovation, and promoting the prosperity and development of rural economy. Undoubtedly, this win-win model provides a practical path for rural revitalization [10].

5. CONCLUSION

The evolution of intelligent tourism injects fresh vitality into rural tourism economies, ushering in both new employment prospects and challenges. Leveraging big data, artificial intelligence, and Internet of Things (IoT) technologies elevates the service and management standards of rural tourism, ensuring more efficient utilization and promotion of tourism resources. The preservation and promotion of local wisdom culture infuse rural tourism with distinctive cultural allure, serving as a rich source of content and innovation for intelligent tourism. The fusion of intelligent tourism technology and local wisdom culture not only propels the development and innovation of rural tourism products but also enhances the overall efficiency of the rural tourism industry chain. Future endeavors should concentrate on intensified research and application of intelligent tourism technology and local wisdom culture, fostering their profound integration and devising scientifically sound developmental pathways to fully leverage their synergistic effects. Through collaborative efforts, we can forge smart rural tourism brands imbued with regional characteristics and cultural significance, thereby fostering sustainable development of rural tourism economies and realizing the goal of rural revitalization. The continual evolution of intelligent tourism and the enduring promotion of local wisdom culture will continuously infuse rural tourism economies with a steady stream of momentum, contributing to the comprehensive revitalization of rural areas.

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