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**RESEARCH ARTICLE**

## Rural Tourism Model Based on Two Different Resource Endowments: Green + Health Tourism Model in Jiulong Community and Green+Cultural Tourism Model in Moyuan Village

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**ABSTRACT**

Rural tourism is one of the more important ways to realize rural revitalization. The development of rural tourism requires that the local villages have unique resources different from the cities. Rural tourism based on different resource endowments has different tourism patterns, and the final benefits are different. Taking Jiulong Community and Moyuan Village as examples, this paper discusses the development of the rural tourism models based on the natural landscape and local culture, respectively and compares the benefits of the two rural tourism models. The research shows that the rural transportation conditions for the development of rural tourism should be convenient. Both rural tourism models can further integrate the primary, secondary and tertiary industries. The green+healthy rural tourism model is conducive to the protection of the natural environment, and the green + cultural rural tourism model is conducive to the inheritance of traditional culture.

**KEYWORDS**

Resource endowment; rural tourism; development mode

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### 1. Introduction

The implementation of the rural revitalization strategy is a major strategic decision made in the report of the 19th CPC National Congress. The implementation of the rural revitalization strategy is to solve the problems of China's agricultural and rural farmers. The problems of China's agricultural and rural farmers are fundamental issues related to the national economy and people's livelihood. If China is to be powerful, agriculture must be powerful; To be beautiful in China, the countryside must be beautiful; If China wants to be rich, farmers must be rich. The strategy of rural revitalization is the general requirement for achieving industrial prosperity, ecological livability, rural civilization, effective governance and wealthy life. The latest rural revitalization strategy focuses on the need to accelerate the promotion of high-quality development of rural industries and requires that the processing and circulation industry of agricultural products should be bigger and stronger, the development of the modern rural service industry should be accelerated, the training of new rural industries and new forms of business, and the cultivation and expansion of county-level industries that enrich the people. As a modern rural service industry, rural tourism can effectively promote the implementation of a rural revitalization strategy by strengthening the development of rural tourism. However, based on the different resource endowments of each village, different villages will develop the specific tourism mode of a business trip, and different tourism modes will bring various benefits to the countryside.

### 2. Literature Review

Lu Lin, Ren Yisheng and other scholars (2019) constructed a framework for rural tourism to guide rural revitalization and proposed that the logical mechanism of rural tourism to promote rural revitalization is that the development of rural tourism can meet the

diverse needs of tourists, improve the public infrastructure and service functions in rural areas, guide the development of rural, regional urbanization, develop new tourism towns, and optimize the rural spatial structure. Promoting the integration of urban and rural development is an effective way to promote the comprehensive development of rural areas. The driving mechanism of rural tourism driving rural revitalization is that the development of rural tourism can improve the income of rural residents, promote the coordinated development of rural industries, accelerate the process of rural anti-poverty and tourism urbanization, and achieve inclusive growth in rural areas (Lu et al., 2019). Therefore, one of the important ways to realize rural revitalization is to develop rural tourism. The development of rural tourism can stimulate the unique natural resources of rural areas and turn them into valuable wealth for rural areas to achieve common prosperity. Scholars made different definitions of rural tourism and studied the significance, path and mode of developing rural tourism from multiple perspectives and dimensions.

## **2.1 Concept of Rural Tourism**

### **2.1.1 Domestic Literature on the Concept of Rural Tourism**

1. "Rural tourism is a type of tourism system that takes the rural community as the activity place and takes the unique production form, lifestyle and pastoral scenery of the countryside as the object." (Xiong, 1999).
2. "Rural tourism is a kind of tourism mode with rural scenery and activities as the attraction, urban residents as the target market, and tourists' entertainment, knowledge and return to nature as the purpose" (Wang, 1999).
3. Rural tourism, also known as agricultural tourism, can be translated into "Agritourism" in English and "Agri-tourisme" in French. In East Asia, countries and regions that traditionally call are called "agricultural tourism". The so-called "township and tour" is a tourism activity integrating viewing, investigation, learning, participation, entertainment, shopping and vacation with agricultural, cultural landscape, agricultural ecological environment, agricultural production activities and traditional ethnic customs as resources" (Du & Xiang, 1999).
4. "Sightseeing agriculture (or leisure agriculture or tourism agriculture) is based on agricultural activities, A new type of cross-industry combining agriculture and tourism. It is an efficient agriculture based on agricultural production and combined with modern tourism. The basic attribute of sightseeing agriculture is an agricultural tourism activity that integrates agricultural production, scientific and technological application, art processing and tourists' participation in agricultural activities on the premise of fully developing agricultural resources and agricultural products with sightseeing and tourism value and provides tourists with a taste of nature's strong interest and modern emerging agricultural art that cannot be appreciated in other scenic spots" (Guo et al., 2000).

### **2.2 Significance of Developing Rural Tourism**

Yang (2022), from the perspective of the village, elaborated that the development of rural tourism is conducive to rural prosperity and the development of cultural villages and drives the villagers to become rich together. Tang (2022) studied the benefits of developing rural tourism in the Chengguan District of Lhasa from the national perspective. It can promote the economic development of ethnic areas and strengthen cultural exchange and promotion in ethnic areas. Zhang (2020) studied the internal relationship between the development of rural tourism and the realization of rural revitalization. First, rural tourism is conducive to the development of the rural industry. Second, rural tourism is conducive to the improvement of the rural environment. And third, rural tourism is conducive to the inheritance of rural civilization. Jiang (2013) drew on the experience of developing rural tourism in Japan and elaborated that the government should participate as a guide in the process of developing rural tourism in China and should develop rural tourism with the goal of meeting the needs of different consumer groups.

### **2.3 Developing Rural Tourism Path**

Chen (2022) analyzed the existing adverse factors and constraints in the development of rural tourism and proposed several major paths and models for the development of rural tourism in the face of various adverse factors and problems. To develop rural paths, it is necessary to innovate development ideas, improve rural tourism development paths and systems, and strengthen brand support. Lai et al. (2020) used the SWOT method to study the tourism development path and logic of mountain tobacco areas and proposed that the development of rural tourism in mountain tobacco areas should follow the four major tourism development paths of local characteristic resources, building multi-functional projects, developing green agriculture, and avoiding rural tourism risks. Wang and Sun (2022) discussed the external factors of different types of rural tourism development based on the hypothesis of "starting point - driving force" and concluded that the main external conditions of scenic area dependency are the number of high-level scenic spots and the volume of highway passenger transport; The main external conditions for the development of cultural heritage rural tourism are the number of national traditional villages, the number of A-level scenic spots and the number of highway passenger transport; The main external conditions for the development of the new type of rural tourism in agriculture, rural areas and farmers are the output value of the regional tertiary industry, per capita disposable income, tourist arrivals, highway

passenger traffic, urbanization rate and government policies. Song et al. (2022) took Qiyang Village as an example to study the development path of rural tourism with characteristic resources, put forward the existing problems in the tourism development of the village from the perspective of rural industry revitalization, and put forward measures to develop rural tourism such as integrating tourism products, enriching and developing rural tourism attractions, optimizing spatial layout, and improving tourism facilities and services.

#### **2.4 Overview of the Rural Tourism Model**

Rural tourism development models are divided according to resource endowments. At present, China's rural tourism model can be roughly divided into several types: 1. Rural tourism model based on the development of the natural environment; 2. Rural tourism model based on the development of natural scenic spots; 3. Rural tourism model based on the development of local characteristics and culture.

Relying on the development of the natural environment, the rural tourism model has long been studied by scholars. Li (2016) summarized the tourism model derived from the rural natural landscape. It is proposed that there are three common modes of rural tourism based on the development of the natural environment: return to natural tourism mode, farmhouse tourism mode, and rural agricultural tourism mode. Lu (2018) elaborated on the rural ecotourism model of Fujian Province based on its natural landscape development. Liu and Ding (2016) elaborated on the "forest family" tourism model, which originated from the farmhouse tourism model and further developed on the basis of the farmhouse tourism model relying on ecological resources.

The rural tourism model based on the development of natural scenic resources has a higher degree of commercialization and can better adapt to the market rules. Liang and Hu (2020) studied the rural tourism model driven by local leading scenic spots, taking Linfen, Shanxi as an example. The whole-area tourism mode refers to the leading scenic spots gathering their own tourism resources and driving the development of rural tourism around the local area with the advantage of the high popularity of the scenic spots. Yang (2018) elaborated on the rural leisure tourism model derived from the scenic spots and proposed that the advantageous factor for developing the rural tourism model is the scenic spot's own location advantage. Li (2019) believes that the empowerment theory can explain that scenic spots drive the development of rural tourism because scenic spots have good economic and social benefits and create a "government + company + farmer" rural tourism model.

With the further improvement of people's demand for rural tourism, cultural rural tourism has also been further developed. The typical case of creating cultural rural tourism is Mingyue Village. Xiang and Gong (2021) take the village of Akatsuki as an example, explaining that Mingyue Village has built a rural agricultural tourism model integrating creative agriculture, rural tourism and agricultural experience based on cultural creativity. Wang and She (2020) explored the path of activating the communist culture resources in the old revolutionary base and vigorously developed rural tourism based on the communist culture. It is proposed to develop the "red, blue and green" research, study and tourism integrated rural tourism model. He et al. (2020) took a village in Yanyang Town, Meizhou City, as an example to elaborate on the local research tourism model based on communist culture.

### **3. Case Analysis**

#### **3.1 Jiulong Community Analysis**

Jiulong Community is located on Xiping Street, Zhanyi District, Qujing City, Yunnan Province. The residents are composed of multiple groups of residents, namely, Bashang Village, Tiansheng Baxia Village, Tiansheng Cave Residents Group, Light Industry Park Residents Group, and Provincial Fourth Supervision Residents Group. By 2022, the Jiulong Community had an area of 4.2 square kilometres, with a total of 7 villages (residential) groups. There are 432 households, 1689 permanent residents, 2 permanent ethnic minorities and 11 ethnic minorities. The area is 1850 meters above sea level, with an average annual temperature of 15 °C and an annual precipitation of 1159 mm. It is suitable for planting crops such as rice, broad beans and maize. The area of cultivated land under the jurisdiction is 1502.15 ares, the per capita cultivated land is 0.92 ares, and the forest land is 7,128.80 ares (Zhang, 2023). The following analysis is made on the conditions for the development of rural tourism in the Jiulong community.

##### *3.1.1 Superior Traffic Conditions*

As a compact urban development zone in the north of Qujing, Jiulong Community undertakes the urban spillover function. Jiulong Community is close to the urban rail station, 6 km from Qujing North Station (high-speed railway station), 5 km from Baishapo Station (passenger + freight, mainly freight), where the two railway hubs converge, surrounded by highways such as Hangzhou-Rui Expressway and Shanghai-Kunming Expressway. The entrance and exit distance of the expressway is about 3 km, which is very convenient for diplomatic communication. The roads in the village are all reinforced, and buses enter the village.

##### *3.1.2 Insufficient Capital Investment*

The transformation of human settlements is only the first step in the development of rural tourism. If rural tourism is to be sustainable, it needs to be invested in internal and external funds. Capital will go to the countryside, and rural tourism will be

operated by enterprises. The problem faced by the development of rural tourism in Jiulong Community is that there are few enterprises in the countryside, and enterprises do not directly operate rural tourism, which is difficult to form an agglomeration effect. Due to insufficient investment, it is difficult for tourism development to continue in the next step.

### *3.1.3 Good Foundation of Rural Tourism*

It has the characteristic landscape pattern and local resources characteristics that are different from those of the urban plain. The villagers have developed and built farmhouses for many years and have formed a certain scale. The development of rural tourism has a certain foundation and is quite convenient in catering, accommodation and reception. In order to become the most beautiful tourist village in Jiulong, the living environment has to be improved in 2021. Grass-root cadres actively mobilized the masses to dismantle 65 old and dangerous houses by themselves and cleaned up more than 1,500 tons of "four piles" at more than 500 places, Clean up more than 50 tons of garbage, Clean up 8.3 kilometers of river courses and 13 kilometers of ditches; The total amount of garbage and sludge is more than 120 tons. Efforts were made to implement the "rural garbage classification" and the work of increasing green and replenishing green, guide villagers to increase green and replenish more than 17,000 square meters, transform and reinforce 33 kilometers of main roads in the village, and reconstruct and build 37 kilometers of field roads. The addition of natural characteristics, wall beautification and lighting, and courtyard landscape building of Jiulong Community are in full swing. Farmers are busy transforming and upgrading their own courtyards and increasing their income through the development of the courtyard economy. Some farmers have an annual income of more than 200,000 yuan. The living environment of the Jiulong community has been greatly improved (Zhanyi Broadcasting, 2021).

### *3.1.4 There are Many Competitors in the Development of Rural Tourism*

At present, rural tourism is developing rapidly, but with it comes the serious problem of homogeneity. A large number of villages have begun to develop rural tourism, and tens of thousands of villages have developed rural tourism nationwide. In this case, various villages compete for limited tourist resources. Jiulong community should compete with other villages. However, at present, most rural tourist attractions are basically farmhouses, homestays and rural scenery, with serious homogeneity. At present, the development of rural tourism in the Jiulong community is still at the stage of farmhouse entertainment. In order to stand out in the development of rural tourism in the Jiulong community, rural tourism should be clearly positioned, characterized, and focused on the development of high-quality routes, environmental protection and tourism publicity.

## ***3.2 Analysis of Moyuan Village***

Moyuan Village is located in the middle and upper reaches of the Dongjiang River in Hengli Town, adjacent to the Dongjiang River in the south, with a total area of 3.73 square kilometers, including 1,680 ares of paddy fields, 460 ares of dry land and 140.5 ares of the mountain area. Moyuan Village is strategically located, and cities in the Pearl River Delta region can reach Moyuan Village in 2 hours by car, attracting citizens in the Pearl River Delta region to visit Moyuan Village. In 2014, Moyuan Village invested about 1.25 million yuan in the renovation of the living environment. 74 cattle, pig and chicken sheds were removed with 1,750 square meters, 10,500 square meters of sanitary dead spots were removed, 126 mud brick houses with 3,300 square meters were removed, and 271 sanitary household toilets were transformed into harmless. Moyuanyuan Village launched the first phase of the beautiful demonstration village project. A total of 6.6 million yuan has been invested. At the end of 2020, the entrance of Moyuan Village, Yingbin Avenue, Mumiaotou parking lot, Class 2A tourism public toilet and village committee parking lot were constructed.

### *3.2.1 Rich Cultural Resources*

Moyuan Village has unique cultural resources. There are more than ten ancient buildings in the village, about 350, including six cultural relics, including Weimen Tower, Moyuan Ancient Well, Dafudi, Laoshu, Maoji House, Yingji House and Yiji House, which were rated to be the municipal cultural relics protection units of Huicheng City. In 2019, Moyuan Village introduced Huizhou research institutions to create "Moyuan Li" and carried out research activities in terms of local unique cultural resources. The villagers transformed their homes into B&B (Beds and breakfasts) to provide accommodation for tourists coming to Moyuan Village and drive the local economic development.

### *3.2.2 Cultural Resources have not Been Fully Activated*

Moyuan Village has more than 10 ancient buildings and about 350 houses, of which 6 cultural relics, such as Waimenlou, Moyuan Ancient Well, Dafudi, Old Library, Maoji House, Yingji House and Yiji House, have been rated as Huicheng municipal cultural relics protection units. Moyuan Ancient Well was built in the Ming Dynasty and has a history of about 400 years; The best preserved and most famous ancient well in Moyuan is the "Da Fudi", which was built by Chen Shangzhong, the sixth ancestor of Chen's family, during the reign of Qianlong in the Qing Dynasty, and covers an area of 4000 square meters. With the joint efforts of the municipal government, the town government and the village committee, the ancient buildings in Moyuan Village have been completely repaired, and the facade has been reconstructed. However, these ancient building resources have not been activated and utilized but have been temporarily idle and have not produced economic benefits.



**Figure 1 The ancient architecture that has not been activated**

### *3.2.3 Cooperate with Surrounding Villages to Develop Rural Tourism*

Huangshadong Village near Moyuan Village is known as the hot spring village. Many Spa hotels were built due to the fact that there are many hot springs in the village. Huangshadong Village is 12.13 kilometers away from Moyuan Village, about 20 minutes of drive. Moyuan Village and Huangshadong Village jointly planned the development route of rural tourism and built a rural tourism demonstration belt, increasing the economic revenue of rural tourism.

### *3.2.4 Insufficient Competitiveness of Rural Tourism*

The unique resource of Moyuan Village to develop rural tourism is Moyuan culture. Through the development of cultural tourism, the village has attracted tourists. Moyuan Village is gradually losing its core competitiveness in developing cultural tourism.

## **4 Rural Tourism Mode**

### **4.1 Jiulong Community Green + Health Tourism Mode**

The Jiulong community has given full play to its own ecological environment advantages and has planned and developed based on the integrated development of the first, second and third industries. Jiulong community carries out tourism planning with the development of wellness tourism as the starting point. The initial planning is to focus on the development of leisure agriculture, and the next step is to drive the transformation and development of the traditional farmhouse tourism model to the courtyard economic tourism model; More tourists have been attracted to visit. In 2022, the Jiulong Community received 600,000 tourists in the whole year, the village collective income will exceed 800,000 yuan, the per capita annual income will reach 40,000 yuan, and the annual income of farmhouse entertainment will exceed 200,000 yuan. The completed projects include Jiulong Impression Industry Rural Tourism Network Red Card, New Journey Development Training Base, Youth Research and Education Practice Base, Farming and Pastoral Catering Enterprises, Star Strawberry Garden, Jiulongba Rice Industry, Ecological Picking Garden, Tiantianxiangshang Tofu Factory, 160 new jobs, and 80 villagers' independent entrepreneurship. In the Mid-term construction, we build an ecological area with the leisure and health center as the main body, expand the influence of the ecological area, link the surrounding communities, and drive the economic development of the surrounding communities. The projects under construction include the agricultural and cultural tourism promotion project, the fishing song manor, the mid-mountain hotel, and the 4A level scenic spot. By 2025, it is planned to build a green ecological resort integrating agricultural demonstration, tourism and leisure, health care, entertainment and recreation, as well as an expansion area of urban leisure, and strive to build the community into a suburban and weekend resort town that can "see mountains, see water, and remember homesickness". In the later stage, a suburban slow life experience area with the Jiulong Impression Comprehensive Industrial Park as the main body will be built. The Jiulong community, which combines agriculture and industry, makes its crops not only accessible to people but also edible and tradable during the autumn harvest, which improves its economic value and also improves the utilization of resources (Zhanyi M, 2021). At present, Tianshengbaxia Village in Jiulong Community has transferred more than 100 ares of land to plant beautiful pepper. It is estimated that the net income per ares will be 3,000 yuan, which is several times higher than before.



#### **4.2 Moyuan Village Green+Cultural Tourism Mode**

Moyuan Village has an excellent natural planting environment and conditions suitable for planting fruits and vegetables. The dominant agricultural products are watermelon, rice, guava, sweet potato, virgin fruit, vegetables, corn, etc. The village builds a parent-child research base in terms of local advantageous agricultural products and vigorously develops the rural tourism industry with the spillover effect brought by the local rural revitalization demonstration belt. A cultural tourism industry that integrates parent-child interaction, farming teaching, sightseeing, cultural education, food and housing will be formed. Utilizing the unique ancient village cultural resources of Moyuan Village and combining the natural resources of Moyuan Village, we have carried out a variety of research activities and designed teaching courses and conducted cultural education for teenagers. The completed projects include “Moyuanli”, “Ancient Tree Manor”, and other cultural tourism projects. The villagers invested the homestead in B&B in the form of creditor's rights, realizing the new way of rural tourism development and prosperity of “homestead shares in B&B to help rural revitalization” and “building rural tourism destination with the characteristics of ancient residential culture” and foster “Moyuanli Camp”, “Ancient Tree Manor”, “Yijiayuan Inn” and other industrial owners. Relying on Moyuan culture, the whole industrial chain of rural cultural tourism in Moyuan Village has been built. In 2021, the annual income of the village collective reached 53,000 yuan, and in 2022, the village collective income exceeded 100,000 yuan. Villagers who went out to work before have chosen to return to Moyuan Village for entrepreneurship and employment. The rural tourism project has provided more than 10 long-term jobs, and the villagers' wage for employment has reached 4,000 yuan per month.



**Figure 2 Moyuan Village Research Activity Base**

### **5 Effect of Green+Health Tourism Model in Jiulong Community**

#### **5.1 Farmers' Land Shares Increase Income**

Through the establishment of agricultural professional development cooperatives and the implementation of the business model of “cooperatives + companies + farmers”, farmers can share the land in the cooperatives. The cooperatives concentrate on the land resources of farmers and take the land as stock to enter the main company. Using the “guaranteed income + secondary dividend”, the cooperative will return the dividend to farmers in proportion. This will enable the monthly income of each participating villagers to reach about 3,000 and improve the overall income of farmers. At the same time, it has driven the development of traditional Chinese medicine, vegetables, fruits and other industries in the whole Zhanyi District. As a result, farmers have earned more economic benefits. Therefore, farmers in Jiulong Community have been separated from low-income households (Zhanyi M, 2021).

#### **5.2 Promote the Integration of Primary, Secondary and Tertiary Industries and Expand Farmers' Income**

Using the agricultural industry as a base, the Jiulong Community has established a complete industrial development by connecting agricultural production, agricultural product processing and sales so as to integrate the primary, secondary and tertiary industries. With the joint efforts of all parties, Kowloon Community has initially formed agriculture dominated by grain and livestock, Chinese medicinal materials, vegetables, fruits, silkworms, etc., and has developed this into an agricultural product brand to supply farmhouses, local government agencies and major supermarkets, with an economic revenue of more than 3 million yuan. In addition, Jiulong Community has mobilized 50 ares of rural idle land, built half-mountain hotels in barren mountains, renovated 4 vacant houses, and promoted the development of a courtyard economy in 22 households, with more than 150 employees and an average annual net income of more than 70,000 yuan. It has been successfully built into a leisure tourism business form of “rural areas into parks, rural houses into guest rooms, products into commodities, and work into

experience". It has led to an increase in the income of the people and basically realized that all peasant households have a stable collective economic income (South Net, 2022).

### **5.3 Protect the Natural Environment and Develop Ecotourism**

Compared with big cities, rural areas have better ecological resources and natural scenery. Rural areas usually have an ecological environment, and Jiulong Community has developed rural tourism by taking advantage of the beautiful natural environment. With the tourism industry as the link, it links the deep integration of agriculture, culture, health care and other industries and realizes the integration of mountains, water, fields, gardens and villages. The government and local villagers work together to protect the natural environment. Leaving behind a beautiful natural environment, scenic resources and a beautiful ecological environment. It has further developed ecotourism, relying on the ecological region and taking the Jiulong Impression Comprehensive Industrial Park as the main part to build a suburban slow life experience area and build a green ecological resort integrating production, strong life beauty and good ecology.

## **6. Moyuan Village Culture+Green Tourism Development Model**

### **6.1 Increase Farmers' Income and Employment Opportunities**

One of the important ways for villagers to achieve common prosperity is to strengthen the rural collective economy. Through the development model of culture + green tourism, Moyuan Village has an annual collective income of 53,000 yuan. Villagers participate in the cooperative through capital, land and labor, and cooperatives cooperate with air pressure. Enterprises use the land to carry out projects. After the project is profitable, dividends will be distributed according to the equity ratio. Increase the income of villagers. The development of tourism has driven the development of other industries. The catering and accommodation industry is driven by the development of the tourism industry, which not only drives the catering and accommodation industry but also drives the development of agricultural production, leisure and entertainment and other related industries. Driven by the combined development of multiple industries, more employment and entrepreneurship opportunities have been created. For example, the research institutions station in Moyuan Village needs a large number of field workers to carry out research activities, from which the villagers can obtain employment opportunities. Villagers set up homestays and restaurants in Moyuan Village to provide tourists with entertainment. At the moment, there are two homestays, several restaurants and beverage stores in Moyuan Village. The increase in employment and entrepreneurship opportunities has attracted villagers to return to the village for employment and entrepreneurship. Villagers have become service-oriented workers and restaurant owners and no longer need to work outside. The village itself can generate enough jobs.

### **6.2 Extension of Industrial Chain Integration**

Tourism villages can develop industries, achieve industrial integration, effectively extend the industrial chain and achieve industrial agglomeration by taking research and learning projects as the starting point. The development of research tourism not only drives the economic development of local villages but also can further promote Moyuan Village and expand its reputation. Moyuan Village focuses on the development of rural tourism, takes the development of rural cultural tourism as the guide, constantly excavates new tourism products, relies on the cultural and natural resources of Moyuan Village, introduces research institutions, and carries out research activities. The development of research and learning activities has realized the integration of three industries, further extended the agricultural industry chain, and diversified the integration of production, education and research. Since the development of tourism in Moyuan Village, various resources have been intensively integrated, and infrastructure and industrial related facilities have been built with greater efforts to achieve the integration of industry and research. It not only improves the agricultural productivity of Moyuan Village but also improves the ecological environment and makes villagers feel happier. It has changed the situation of the single economic development structure in the past, from the traditional single industrial layout to the current diversified industrial layout of integrated development. By investing in the planting of local advantageous crops in Moyuan Village, the government has built an agricultural research school district, built a parent-child research base, and developed the nature research industry. The agricultural industry chain has been extended, and tourists have driven the sales of local agricultural products.

### **6.3 It is Conducive to the Inheritance of Traditional Culture**

Cultural heritage mainly depends on teenagers to inherit and advocate. However, at present, most young people do not understand and identify with China's traditional culture. Moyuan Village has created a culture + natural tourism model. Moyuan Village has its own unique Moyuan culture, relying on its own culture. Various tourism + cultural modes have been adopted. First, Moyuan Village has trained a large number of tour guides and volunteers. Tourists go to Moyuan Village, where tour guides and volunteers lead tourists to visit the historical buildings of Moyuan Village, introduce Moyuan culture and inherit traditional Chinese culture. Second, carry out cultural research activities and design cultural research courses. Teenagers can go to Moyuan Village to participate in a three-day and two-night research activity. During the research activity, they will lead the teenagers to understand the culture of Moyuan Village, promote the fine culture of Moyuan Village, and let more teenagers know the traditional customs and culture of Moyuan Village. Third, develop festival tourism. Moyuan Village has inherited the traditional custom of Yuanxiao

(Filled round balls made of glutinous rice-flour for Lantern Festival) for more than 200 years - Shangyuan Qingjiao. Moyuan Village will hold large-scale festival activities, and large-scale festival activities will attract more tourists. At the same time, tourists can also feel the charm of the traditional culture of Moyuan Village. By letting tourists experience and participate in the festival activities, they can enhance their understanding of traditional customs and culture and make Moyuan culture famous. Let tourists visit and experience the culture of Moyuan Village, and teenagers understand and learn the culture of Moyuan Village, which can realize the goal of Moyuan Culture going to the society, attract more tourists to visit Moyuan Village, and is an effective means to let the culture pass on.

## **7 Conclusion**

### ***7.1 Superior Rural Transportation Conditions for Developing Rural Tourism***

The Jiulong community is close to the urban rail station, 6 km away from Qujing North Station (high-speed railway station), 5 km away from Baishapo Station (passenger + freight, mainly freight). The two railway hubs converge. The Hangzhou-Ruili Expressway, Shanghai-Kunming Expressway and other expressways surround the surrounding area. The distance between the entrance and exit of the expressway is about 3 km, which is very convenient for diplomatic communication. The traffic accessibility of the Jiulong community as well, which is a major advantage for the Jiulong community in developing rural tourism.

Moyuan Village is located in Huizhou City, Guangdong Province, Huizhou City is located in the Pearl River Delta region, and other cities in the Pearl River Delta only need a 1-2 hour drive to Huizhou. Moyuan Village is adjacent to the highway, and the village has achieved three links. It is convenient for tourists with consumption power to travel to Moyuan Village.

### ***7.2 The Two Rural Tourism Models Further Integrate the Primary, Secondary and Tertiary Industries***

The important reason for the development of rural tourism in the Jiulong community is the beautiful natural landscape of the Jiulong community. Jiulong Community combines tourism with agriculture. Further, it integrates the primary, secondary and tertiary industries and establishes a complete industrial chain of production, processing, sales and tourism. The integration of primary, secondary and tertiary industries has further improved rural production, ecology and life. Rural tourism is becoming green, agricultural and healthy. At the same time, farmers in the Kowloon community also transfer land, integrate local agriculture and landscape to develop tourist homestays, and build local processing factories to process agricultural products in situ, carry out rough processing and finishing, and enhance the value of agricultural products.

Moyuan Village integrates primary, secondary and tertiary industries with rural tourism and rural research. By centralizing and integrating various resources and increasing investment in industrial development and infrastructure, we have achieved the integrated development of the agriculture and service industry, the integration of agriculture and tourism, and the integration of industry and research. It not only improves the agricultural productivity of Moyuan Village but also beautifies the ecological environment and makes villagers feel happier. It has changed the previous unitary industrial structure and pushed the rural industry towards diversification.

### ***7.3 Green + Health Tourism Mode is Conducive to Protecting the Natural Environment***

The green + health tourism model of Jiulong Community relies on the natural landscape. Developing rural tourism can improve the income of farmers. It has stimulated the enthusiasm and initiative of farmers to protect the natural environment. Under the guidance and publicity of the government, farmers in Jiulong Community have protected the Jiulong Community. On this basis, they have developed ecotourism and attracted more tourists.

### ***7.4 Green + Cultural Tourism Mode is Conducive to Cultural Heritage***

The tourism resources of Moyuan Village are culture. Moyuan Village integrates cultural resources with tourism resources and offers research courses. Through the research class, the culture of Moyuan Village is introduced to the young people, and the publicity is carried out so that they can better understand the fine traditional culture. Visitors to Moyuan Village will also be introduced to Moyuan Village culture by local guides and volunteers. This is conducive to the inheritance of traditional culture.

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