



Analysis of Knowledge Map on Rural Culture Tourism in China

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Abstract. Based on the literature on rural cultural tourism in China National Knowledge Infrastructure (CNKI) from 1992 to 2019, this paper uses bibliometric analysis method and citation analysis software CiteSpace to draw the knowledge map of rural cultural tourism in China, and describes and analyzes the research status and hotspots. The results show that the overall research results of rural cultural tourism show a steady growth; Research institutions are mostly distributed in tourism colleges and universities, and there is a cooperative relationship between more institutions; the core keywords of rural cultural tourism research at this stage are rural tourism, rural culture and tourism development. In terms of research content, it involves macro-analysis of rural cultural tourism policy and micro-study of specific regional rural cultural tourism. The research methods include qualitative and quantitative research and multidisciplinary cross-study, which enriches the research compatibility of rural culture and cultural tourism. In the future, we should strengthen the integration and development of rural cultural tourism research, broaden the research content of rural cultural tourism, and pay attention to the innovation of research methods of rural cultural tourism, so as to promote the development of rural cultural tourism.

Keywords: Rural cultural tourism · CiteSpace · Knowledge map · Hot topics

1 Introduction

Rural cultural tourism is a new form and development of rural tourism, so in the study of rural cultural tourism, most scholars at home and abroad extend from rural tourism to the excavation of rural culture. At present, the existing foreign research is more mature, such as Frochot refines rural tourists into four types: entertainment, active, sightseeing and rural. Empirical research shows that the majority of tourists want to understand rural culture and the target of rural tourism market should be targeted at rural culture [1]. Swarbrooke in the study of rural tourists' motivation analysis, experience of rural culture and rural life is the main reason for rural tourists travel [2]; Lane puts forward the protection of rural characteristic culture in the analysis of rural tourism development, emphasizing the sustainable development of culture for rural tourism [3]. Through investigation and study, Royo-Vela M puts forward that the key of rural cultural

tourism marketing lies in the construction of rural cultural image [4]. Anderson W takes rural areas in Kilimanjaro as an example to analyze the positive effect of rural cultural tourism on poverty alleviation policies in the region [5].

The attention and academic research on rural cultural tourism in China are increasing day by day. In the national policy level, the No. 1 document of the State Council in 2016 emphasized that leisure agriculture and rural tourism should be vigorously developed, and rural tourism should become a new pillar industry in rural areas relying on local cultural resources [6]. In 2017, the report of the 19th National Congress of the Communist Party of China proposed the policy of rural revitalization, which included vigorously developing rural tourism to build a new engine for rural revitalization [7]. After the relevant policies are put forward, rural cultural tourism has attracted increasing attention from tourists and relevant researchers. On the level of tourists' feelings, rural culture is the inherent attribute of rural tourism, which can effectively meet the cultural experience and spiritual needs of tourists [8]. At the level of industrial planning, the development of rural tourism can promote the industrial combination of rural tourism resources and cultural resources. Moreover, rural culture is the highlight of the development of rural tourism. The integration of rural culture and rural tourism is the inevitable choice to achieve sustainable development, and is the inevitable choice for the development of tourism industry and the excavation of cultural connotation [9]. At the level of social research, researchers have studied rural tourism, cultural tourism and current rural cultural tourism from different perspectives. It is not difficult to see that the research of rural cultural tourism at home and abroad is starting from rural tourism, analyzing the role and significance of culture in it, and promoting the deeper development of rural tourism through culture.

Therefore, a comprehensive review of domestic research literature on rural cultural tourism and the excavation of research hotspots at the emerging stage will not only help improve the development path of government and other decision-making institutions for rural cultural tourism, but also improve people's satisfaction with rural cultural tourism in decision-making optimization. However, in the face of a large number of documents, the research status of rural cultural tourism summarized by manual reading will be missed reading and one-sided understanding. In order to avoid this kind of situation, this paper attempts to analyze and think about rural cultural tourism research by mining and visualizing the existing research literature on rural cultural tourism in China, so as to provide reference for relevant researchers.

2 Data Sources and Research Methods

2.1 Data Source

This study selected CNKI journal full-text database as the data source. When conducting data retrieval in this database, considering that rural cultural tourism is the background of the combination of rural tourism and cultural tourism, the retrieval conditions are 'rural tourism', 'cultural tourism' and 'rural cultural tourism'. The relationship between the three is 'or contains'. Taking 'theme' as the retrieval requirement, the literature sources are 'core journals' and 'CSSCI', the retrieval time is 1992–2019, and the retrieval condition is 'accurate'. A total of 10723 records are retrieved. In order to improve the

quality and correlation of data sources, 9837 valid literature samples were obtained by manually screening and eliminating literatures with inconsistent topics or conditions, such as news, catalogues, scholars' essays and conference notices. The literature is exported in Refwork format and transcoded to form a sample database of rural cultural tourism research.

2.2 Research Methods

Knowledge graph is a graph that shows the relationship between the development process of literature knowledge and the structure of literature. It describes literature knowledge resources through visualization technology, and excavates, constructs, draws and displays the relationship between literature knowledge resources [10]. CiteSpace is one of the most widely used tools in knowledge mapping software, which is sufficient to draw co-word clustering map and time zone map. The advantage of CiteSpace is that it can record the literature based on co-citation analysis theory and path-finding network algorithm to explore the evolution and content of research hotspots [11]. The analysis process mainly includes data collection, data processing, parameter and node setting, knowledge map visualization, map optimization setting and interpretation map. This study uses CiteSpace 5.6 R2 version to visualize the dimensions of rural cultural tourism related literature publishers, authors, keyword co-occurrence analysis, keyword time zone analysis, mutation detection and keyword clustering analysis [12], which is of great significance to fully understand the overall situation of rural cultural tourism research results and obtain research hotspots in this field.

3 Analysis of the Trend in Rural Cultural Tourism Research in China

3.1 Distribution of Years

In this study, the annual publication statistics of 9837 core journals and CSSCI source journals related to rural cultural tourism since 1992 are carried out and plotted as a broken line, as shown in Fig. 1. In the past 20 years from 1992 to 2011, the relevant research literature has been showing a steady upward trend, in which the annual growth rate was high from 2006 to 2011. After the peak of relevant research, the research bottleneck period from 2011 to 2012 showed a downward trend. At the same time, this development trend is also in line with the Price literature index. After the decline in the number of publications in the bottleneck period, the literature growth rate slowed down from 2012 to 2016, showing a low-speed fluctuation trend; However, due to the promotion of rural tourism industry driven by the national major planning of rural revitalization strategy, the research literature has been on the rise since 2017, and the annual number of core journals has remained at about 200, entering a new stage of stable development.

3.2 Institutional Distribution Characteristics

From the perspective of publishing institutions, the domestic research forces are concentrated in colleges and universities, and the colleges of tourism in colleges and universities are mainly such as the College of Tourism of Sun Yat-sen University, the College

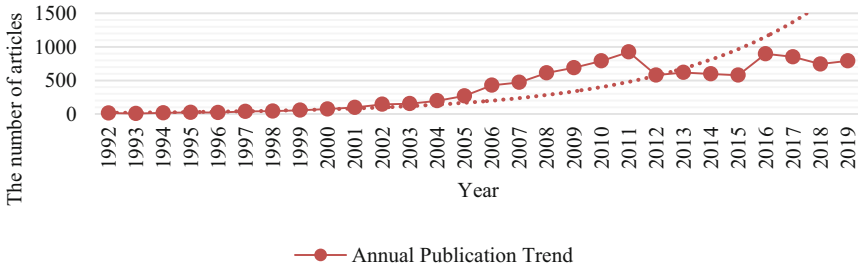


Fig. 1. The distribution of domestic rural cultural tourism research literature by age

of Tourism and Environment of Shaanxi Normal University, and the College of Tourism of Beijing Union University, as shown in Table 1, indicating that colleges and universities and their teams in this field are the main forces of related research, and they also undertake a number of scientific research projects related to rural cultural tourism. However, at present, the number of relevant papers published by domestic scientific research institutions is relatively low, and the publishing institutions are concentrated in tourism colleges. The research on rural cultural tourism involves tourism, culture, economics and other disciplines, and only focuses on tourism colleges, lacking the deep participation of cultural, economic and their units.

The cooperation network of publishing institutions shows that the Institute of Geography and Resources, Chinese Academy of Sciences, Chinese Academy of Tourism, School of Tourism, Hunan Normal University, graduate students of Chinese Academy of Sciences, and School of Tourism and Environment, Shaanxi Normal University have deep cooperation relationships, as shown in Fig. 2. Most other research institutions are scattered, and a few institutions have cooperative relations, such as Nanjing Normal University and Beijing Union University, Sichuan University and Southwest University for Nationalities, but the intensity of cooperation is insufficient.

3.3 Analysis of Authors

The core author is the academic leader in the research field, which has a significant impact on the development of this field. The most intuitive manifestation is that the quality and quantity of academic papers published by him are significantly higher than those of scholars in the same field [13]. According to the largest number of papers published by Professor Sun Jiuxia, School of Tourism, Sun Yat-sen University, a total of 28 papers, it is concluded that the number of core authors is $0.749 \times 28 \approx 4$, that is, the number of authors with ≥ 4 papers is the core author, and there are 172 qualified authors in the sample database.

Table 1. The distribution of the top 10 institutions in China’s rural cultural tourism

NO.	Institution	Article	Region	Proportion/%
1	Institute of Geographic Sciences and Natural Resources Research	172	North China	1.75
2	School of Tourism Management, Sun Yat-Sen University	80	South China	0.81
3	College of Geography, Nanjing Normal University	71	East China	0.72
4	College of Tourism and Environment, Shaanxi Normal University	63	Northwestern China	0.64
5	School of Tourism, Beijing Union University	54	North China	0.55
6	College of Land Resources and Tourism, Anhui Normal University	53	North China	0.54
7	College of Tourism, Guilin University of Technology	48	South China	0.49
8	Center for Tourism Development and Planning, Sun Yat-sen University	46	South China	0.47
9	School of Tourism, Sichuan University	44	Southwestern China	0.45
10	China Tourism Academy	42	North China	0.43



Fig. 2. The maps of domestic rural cultural tourism research institutions

4 Analysis on the Research Hotspots of Rural Cultural Tourism in China

4.1 Keywords Co-word Analysis

Keywords, as an important indicator in scientific research, are binding on research topics and important evaluation indexes in bibliometric analysis [14]. Set the node parameter category to Keyword, and get the keyword statistics table of domestic rural cultural tourism research, as shown in Table 2.

Table 2. Keywords Statistics of Domestic Rural Cultural Tourism Research

	Keywords	Frequency	No.	Keywords	Frequency
1	Rural tourism	1910	11	Development	223
2	Tourism	555	12	Tea culture	223
3	Tourism development	401	13	Intangible cultural heritage	213
4	Cultural tourism	322	14	Ecotourism	163
5	Tourism resources	280	15	Cultural industry	147
6	Tourism industry	261	16	New Rural Construction	142
7	Rural revitalization	261	17	Influencing factors	125
8	Sustainable development	252	18	Tourism products	122
9	Tourism	235	19	Leisure agriculture	112
10	Countermeasures	227	20	Industrial integration	112

Keywords basically reflect the core theme of rural cultural tourism research, but high-frequency keywords are mainly tourism-related vocabulary, indicating that the existing research results are mostly analyzed from the perspective of tourism, while ignoring the soft power of rural culture. At the same time, simple word frequency statistics cannot show the relationship between keywords, so the co-occurrence analysis of keywords is carried out, as shown in Fig. 3.

In the keyword co-occurrence map, nodes with high co-occurrence frequency will gather together, indicating the close degree of links between keywords, such as rural tourism, tourism industry, rural revitalization and other keywords, reflecting the role of policies in rural cultural tourism. Key words such as culture, tea culture, development, tourists and countermeasures are gathered together, reflecting the integrated development of specific rural culture and tourism.

4.2 Keyword Mutation Detection

Mutation detection technology and algorithm detect words with high frequency change rate from a large number of keywords through the time distribution of keywords frequency [15]. Therefore, mutation detection of keywords, specifically lists the top 10

Table 4. Analysis Dimensions of Hotspots in Domestic Rural Cultural Tourism Research and Corresponding Keywords Table

Analysis Dimension	Specific Content	Keywords
Research contents	Macro-level research	Rural Revitalization, Tourism Development, Sustainable Development, Tourism, Ecotourism, Cultural Industry, Tourism Products, Tourism Economy, Tourism Culture, Cultural Protection, Tourism Development, etc
	Micro-level research	Countermeasures of tea culture, intangible cultural heritage, influencing factors, global tourism, cultural heritage, tourist souvenirs, cultural creativity, etc
Research methods	Qualitative and quantitative study	Countermeasures, influencing factors, path, development mode, strategy, SWOT analysis, present situation analysis, analytic hierarchy process, grounded theory, comprehensive evaluation, etc
	Multi-disciplinary investigation	Spatial structure of rural culture, spatial and temporal distribution of cultural heritage, GIS, etc

related research. However, since the research is in the early stage of development, there is no specific analysis combined with cases, and there is no case support.

Focus on Content Research at the Micro Level

The keywords of ‘tea culture countermeasures’, ‘intangible cultural heritage’, ‘global tourism’, ‘cultural heritage’ and ‘cultural creativity’ reflect the micro-level content research of rural cultural tourism. Relevant research combined with the case analysis of specific rural areas to verify the implementation effect of macro strategy to a certain extent. Lin Jinping and others took the Sanyuan Village of Lijiang Guifeng, the world cultural heritage, as the research object of rural tourism, focused on the national culture and customs of Naxi and Dongba, and analyzed the feasibility principles of transforming Dongba culture into tourism resources [22]. Chen Qihua et al. took Qipanzhai Mulberry Picking Garden in Fuzhou City, Fujian Province as the research object to develop cultural and creative tourism products from the perspective of five senses, namely vision, hearing, smell, taste and touch, so as to enrich the multidimensional experience of tourists and meet the needs of tourists’ experience [23]. Zhang Zhong took Xinyang Maojian Tea as the research object, analyzed the development value of Xinyang tea culture tourism from the natural environment, tea industry base, tea culture accumulation, and tea culture

ecological tourism market, integrated the cultural connection between Xinyang Maojian Tea and other tourism resources, and built Xinyang tea capital characteristic tourism brand [24].

The content research at the micro level focuses on the case analysis of the development of specific rural cultural tourism. In the macro context, due to the differences in various attractions, the strategy analysis of rural cultural tourism is carried out according to local conditions. At the same time, by reading the relevant papers one by one, it is found that the research theme of the paper is related to the area where the author's work unit is located, indicating that the relevant research of rural cultural tourism in local colleges and universities can form different academic circles.

Focus on Qualitative and Quantitative Methodological Research

The keywords of 'SWOT analysis', 'current situation analysis', 'analytic hierarchy process', 'grounded theory' and 'comprehensive evaluation' reflect various research methods of rural cultural tourism. There are both qualitative analysis methods such as SWOT analysis and grounded theory, and quantitative analysis methods such as analytic hierarchy process and factor analysis. For a certain research topic, the use of different research methods to show the research conclusion is different, which is of great significance to the development of the research topic.

In the study of rural cultural tourism, the attraction of rural cultural tourism is a hot topic for tourists. From the perspective of qualitative analysis, Li Hui believes that folk customs have a positive effect on the development of rural cultural tourism. Through literature analysis, this paper summarizes the factors restricting the integration of folk customs into rural cultural tourism, such as the enthusiasm of rural residents to participate in the development of rural tourism is not high. Finally, according to the reasons for restricting the development, aiming at the purpose of attracting tourists, this paper puts forward improvement strategies such as providing food, accommodation, transportation and purchase of 'integrated' services [25]. From the perspective of quantitative analysis, Zhou Jing and others take Hetuala Village in Liaoning Province as the research object, to understand the attractiveness of local rural cultural tourism as the research purpose, from the perspective of tourists' demand to design the evaluation index system, using Delphi method and empirical research to construct multi-level tourism attraction evaluation, using quantitative method to intuitively draw the attraction of rural cultural tourism, and adjust the development strategy through the attraction comparison [26].

According to the keyword co-occurrence map, the relationship between the new rural construction of rural cultural tourism and the new urbanization is studied. By examining and reflecting on the current situation of rural cultural tourism development in the context of new urbanization, Huang Zhenfang and Lu Lin believed that rural culture is the source and an important part of Chinese culture. However, under the impact of urbanization, the traditional rural culture is facing the dilemma of destruction or even disappearance. Therefore, it is necessary to take rural tourism as the carrier, strengthen the regional types and cultural values of rural tourism culture, and put forward to promote the deep integration of culture and rural tourism, such as the intelligent reproduction supported by science and technology according to local conditions, the clustering construction of theme culture, the commodity development of cultural extension and the industrialization expansion of cultural tourism integration [27]. Taking rural cultural

tourism in Jiangxi Province as the research object, Lu et al. constructed the coupling evaluation model between the two to explore the coupling and coordination relationship between them and the construction of new urbanization. Through empirical research on 11 prefecture-level cities in Jiangxi Province, the coupling coordination degree and evaluation of specific cities are obtained. Combined with empirical conclusions, countermeasures and suggestions are put forward, such as differentiated development of cities in Jiangxi Province, highlighting local cultural characteristics, such as Ji'an red culture and Jingdezhen ancient porcelain culture [28].

Qualitative research is mostly based on literature review, while quantitative research is mostly based on empirical data. Its purpose is to promote the development of rural cultural tourism in a certain perspective. The combination of qualitative and quantitative research on rural cultural tourism is also a research method that scholars pay attention.

Focus on Multidisciplinary Methodological Research

According to the statistics of high-frequency publishing institutions, in addition to domestic tourism colleges, there are also colleges of geography science and colleges of land and resources. At the same time, the papers combing the database show that relevant publishing institutions also involve information management colleges. Huang et al. sorted out and summarized the literature on the cultural impact of rural tourism destinations in China and abroad, and applied the theory of stress ecology, namely, adverse or negative impact, which covered many fields such as ecology, environmental science, urban research and management. The study constructs a research framework of tourism development on rural culture stress including social, temporal and spatial dimensions, forms a stress model of tourism development on rural culture, and provides strategic analysis for rural culture protection under rapid urbanization and tourism development [29]. Based on the perspective and method of human geography theory, Zheng Zili analyzed the problems existing in the development of rural cultural tourism in China, such as improper political representation, excessive cultural integration, and sluggish transformation of kinetic energy, and put forward countermeasures to standardize the power relationship and political representation in the development of rural cultural tourism, and promote the differentiated integration and protective development of cultural resources in the development of rural cultural tourism [30]. From the perspective of public cultural services and rural cultural tourism public services, Li Guoxin proposed that public cultural services should be embedded in tourist attractions such as public reading places, cultural and historical exhibition halls and rural creative workshops, so that rural tourism public service centers have dual functions of tourism and culture [31]. The multidisciplinary approach enriches the related research of rural cultural tourism, but the research subject of rural cultural tourism includes tourism and culture. At present, some research results have been formed in the cultural dilemma, cultural protection and cultural tourism development of rural areas [32], lacking the participation of cultural scholars, deep mining of rural cultural resources and close integration with tourism.

5 Conclusion and Discussion

With the continuous promotion of rural revitalization policy and the development of tourism and the vigorous construction of beautiful villages, rural cultural tourism is facing opportunities and challenges, which are reflected in research institutions, research authors, research subjects, research contents and research methods. Combined with the current research content and the overall understanding of the sample literature, it can be found that there are two main elements in the research field, one is rural tourism, and the other is rural culture. Rural tourism focuses on the form and development mode of tourism in rural specific environment, and cultural tourism considers the integration of rural cultural resources development and rural tourism. Previous research topics and content are mostly based on these two main elements, such as intangible cultural heritage, tea culture, tourism resources and other keywords reflect the rural culture, tourism industry, ecological tourism, leisure agriculture and other keywords reflect the rural tourism. At present, the research is not limited to simply analyzing and summarizing these two main elements, and the research content and methods have also begun to expand and deepen, such as the combination of cultural industry analysis, the use of geographic information system and remote sensing technology, but technology is only an auxiliary means. In the study of rural cultural tourism, many literatures do not highlight the cultural subject, and most of the research focuses on tourism, while ignoring the status of 'culture'. Therefore, the study of rural cultural tourism in the future should strengthen the following three aspects:

Firstly, to strengthen the development of rural cultural tourism research strength, from the current research institutions and research authors point of view, most of the research is carried out in the college of tourism as the center, the intensity of cooperation between research authors is not high, which will lead to scattered conclusions.

Secondly, it is necessary to broaden the research content of rural cultural tourism. At present, the research content is mostly based on the analysis of the significance of policy and the development strategy of a single region, which cannot include the research content of the whole rural cultural tourism. In the study of tourism, one of the most important elements is tourists, which can carry out tourist satisfaction assessment or feedback on tourists to develop rural cultural tourism development programs.

Thirdly, strengthen the innovation of rural cultural tourism research methods, the current research methods are mostly qualitative analysis and quantitative analysis, qualitative analysis mainly for literature reading, field investigation, etc., quantitative analysis mainly for mathematical model, combined with geographic information technology and other methods. What will be broken through in the future is the deep integration of qualitative analysis and quantitative analysis, so that the application of new technologies can break through the bottleneck of the original research and establish a research system with both scientific and cultural characteristics. For example, combined with the current technologies such as big data and artificial intelligence, the spatio-temporal big database of rural cultural tourism is constructed. Through knowledge mining technology, the comprehensive evaluation of rural cultural tourism in different regions of China is carried out, and more reasonable and scientific strategies and suggestions are provided for relevant national institutions.

Acknowledgements. This research was supported by the Technological Innovation Special Major Project of Hubei Province “Key technology research and development application of big animation information platform” (No.2018AAA069) and the Science and Technology Innovation Project of National Cultural and Tourism “Innovative application on digital communication of intangible cultural heritage in Hubei Province”.

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