

Research on the Development and Utilization Strategies of Cultural Elements in Rural Tourism

Jingyi Zhao

Inner Mongolia University of Technology, Hohhot 010010, China

Abstract: In the context of an ever-accelerating modernization, people's living standards have significantly improved, leading to a diversified and high-quality demand for leisure and entertainment. Rural tourism, closely integrated with nature, has gradually become an ideal choice for urban residents to relax and seek tranquility and beauty. The popularity of rural tourism is not only due to its unique natural scenery and peaceful environment but also because of the rich cultural elements it encompasses. These elements, embodying the history, traditions, customs, and lifestyle of the countryside, offer tourists a chance to deeply understand and experience rural life. Developing and effectively utilizing these cultural elements can not only enrich the content and connotation of rural tourism, enhancing its attractiveness but also bring economic benefits to rural areas and promote local economic development. Moreover, the inheritance and development of cultural elements are crucial for the revitalization of rural culture. Through proper development and utilization, rural cultural heritage is preserved and continued, and the traditional culture and lifestyle of rural areas are passed on and innovated.

Keywords: Rural Tourism; Cultural Resources; Economic Development.

1. Background of Rural Tourism Development

The development of rural tourism is due to various factors, as shown in Table 1. With the acceleration of urbanization, people increasingly yearn to escape the hustle and bustle of the city and seek a sanctuary for their minds. Against this backdrop, the countryside, with its unique natural scenery and peaceful environment, becomes an ideal choice. Rural areas possess rich cultural and historical resources, providing a valuable foundation for rural tourism. Traditional agricultural culture, folk activities, and handicrafts are integral parts of rural tourism, attracting numerous tourists to experience and explore. Additionally, government policies support and encourage the development of rural tourism, introducing a series of measures to increase investment in rural tourism,

promoting the inheritance and innovation of rural culture[1]. Through policy guidance and market mechanism adjustments, rural tourism has gradually formed a diversified, high-quality development pattern. Furthermore, technological advancements and societal development bring new opportunities to rural tourism. The proliferation of the internet makes the promotion of rural tourism more convenient, allowing tourists to learn about the culture and characteristics of rural areas and make reservations and inquiries online[2]. Improved transportation facilities make it easier for tourists to reach rural areas, reducing travel time and costs. Emerging tourism formats like homestays and shared farms bring new development models and revenue channels to rural tourism. In this context, rural tourism has become a distinctive form of tourism, attracting more and more tourists to experience and explore.

Table 1. Background of Rural Tourism Development

No.	Background Factors	Detailed Elaboration
1	Urbanization process	With the rapid development of urbanization, people increasingly feel the pressure of fast-paced life and start to long for an escape from the hustle and bustle of the city in search of a sanctuary for their soul.
2	Rich cultural and historical resources	Rural areas possess rich cultural and historical resources, such as traditional agricultural culture, folk activities, and handicrafts, which provide a valuable foundation for rural tourism.
3	Support from national policies	The government has introduced a series of policy measures to increase investment in rural tourism, promoting the inheritance and innovation of rural culture.
4	Technological advancements	Advancements in technology, such as the widespread use of the internet and the improvement of transportation facilities, have provided convenient platforms for the promotion and popularization of rural tourism, reducing travel time and costs.
5	Emergence of new tourism formats	The emergence of new tourism formats, such as homestays and shared farms, has brought new development models and revenue channels to rural tourism.

2. The Value of Cultural Elements in Rural Tourism

2.1. Promoting Rural Economic Development

Cultural elements in rural tourism are not only a unique display of rural charm but also a crucial engine for promoting rural economic development. Delving into these cultural

elements reveals their immense potential. Handicrafts, as tangible carriers of rural culture, attract numerous tourists with their unique designs and exquisite craftsmanship. From traditional handwoven fabrics to embroidery, from woodworking to pottery, each handicraft bears the stories and wisdom of the countryside. Integrating these handicrafts into rural tourism allows tourists to take away beautiful memories and provides villagers with a stable source of income.

Villagers can set up workshops to display the production process and even offer handicraft-making courses. This transforms villagers from mere producers into cultural inheritors and educators, improving their income and giving a robust boost to the rural economy. In addition to handicrafts, the unique cuisine of the countryside is also a vital part of cultural elements[3]. Each village has its unique cooking methods and ingredients, indispensable parts of rural tourism. By setting up farm stays, hosting food festivals, and other activities, villagers can market these unique cuisines to attract more tourists. While savoring the cuisine, tourists also get to deeply understand the culture and history of the countryside, creating a unique form of cultural exchange. Over time, rural tourism becomes not just a platform for cultural exchange but also a powerful force driving rural economic development.

2.2. Enhancing Tourist Attraction

The key to enhancing the appeal of rural tourism lies in the excavation and utilization of unique rural cultural elements. These elements are precious treasures of the countryside and the core competitive strength that distinguishes it from other tourist destinations. Cleverly using these cultural elements can significantly increase tourists' interest and curiosity, making rural tourism more attractive. The unique rural cultural elements, rich in historical and cultural information, allow tourists to deeply understand the history, culture, and customs of the countryside. For instance, ancient villages, traditional agricultural tools, and unique handicrafts can pique tourists' curiosity, encouraging them to stop and explore. Moreover, rural tourism should also focus on the ecological environment and sustainable development. The beautiful natural scenery, fresh air, and peaceful environment are highlights of rural tourism. Protecting and improving the ecological environment and maintaining the original appearance of the countryside can enhance the attractiveness of rural tourism. Furthermore, by promoting concepts like green tourism and eco-tourism, tourists can become more concerned about the sustainable development of rural areas, thereby promoting the sustainable economic development of the countryside. Only by doing so can rural tourism truly become a highlight that attracts tourists, injecting new vitality into rural economy and cultural inheritance.

3. Strategies for the Development and Utilization of Cultural Elements

3.1. Building a Cultural Tourism Brand

The development of rural tourism cannot be separated from the deep integration of market demand and cultural tourism brands. To better meet tourists' needs, rural tourism should conduct in-depth analysis of the target customer market, understanding their travel preferences, consumption habits, and expectations for rural tourism. For example, young tourists may prefer participatory activities, while family tourists may focus more on interaction and a relaxing atmosphere. When determining the brand positioning, rural tourism should combine its cultural resources and geographical features, highlighting uniqueness and differentiation. For instance, if a village has rich historical and cultural heritage, it can be positioned as an "Ancient Charm Village," attracting tourists by inheriting and showcasing

local historical culture. If a village has a beautiful natural environment, it can be positioned as an "Ecological Countryside," focusing on developing eco-tourism and agricultural experiences. To effectively spread the cultural tourism brand, targeted communication strategies are needed. This includes utilizing the internet and social media platforms for online promotion, showcasing the charm of the countryside through short videos, live broadcasts, and other forms; meanwhile, offline activities should not be overlooked, such as organizing folk cultural festivals, launching special tourism routes, etc., to attract tourists to participate in the experience. In addition, establishing partnerships with tourism e-commerce platforms, travel agencies, and other partners can expand the brand's visibility and influence. Only by doing so can rural tourism better meet tourists' needs, enhance quality and attractiveness, stand out in the competitive tourism market, and become a preferred tourist destination.

3.2. Inheriting Traditional Crafts

Protecting and inheriting traditional crafts in rural areas is not only a respect for history but also an investment in the future. In the process of modernization, many traditional crafts face the risk of extinction, making it particularly important to take measures to protect them based on the actual situation, as shown in Table 2. First, training is an effective way. By organizing regular training courses and inviting local traditional craft masters as tutors, villagers can learn crafts. These trainings can cover various traditional crafts, such as hand weaving, pottery making, traditional cooking, etc. Through personal participation and learning, villagers not only master a craft but also pass these skills on to the next generation. Second, the selection and cultivation of inheritors are also crucial. For some traditional crafts on the verge of extinction, finding and cultivating suitable inheritors has become an urgent task. Governments, enterprises, and villagers can participate together, providing necessary support and resources for the inheritors to ensure the continuation of the skills. This not only protects the diversity of rural culture but also provides momentum for the development of the rural economy. Third, encouraging villagers to participate in the inheritance and development of traditional crafts is an important way to enhance their cultural confidence and sense of belonging. By participating in the learning and practice of traditional crafts, villagers can gain a deeper understanding of the value and significance of rural culture, thereby strengthening their sense of identity and belonging to the countryside. This cultural confidence and sense of belonging can inspire villagers' enthusiasm, making them more actively participate in rural tourism and cultural activities. Fourth, integrating traditional crafts with rural tourism is also a beneficial attempt. Tourists in rural tourism can not only appreciate the beautiful natural scenery but also personally experience and learn the traditional crafts of the countryside. This interactive learning and experience can enhance tourists' interest in and understanding of rural culture, while also bringing economic benefits to rural areas. By integrating traditional crafts into rural tourism, rural culture can be disseminated and developed, allowing more people to understand and appreciate the unique charm of the countryside.

Table 2. Measures for Inheriting Traditional Crafts

Projects	Specific Details	Significance
Training	Organize regular training courses and invite masters of traditional crafts to serve as tutors to teach villagers various skills. The training encompasses a wide range of traditional crafts such as hand weaving, pottery making, and traditional cooking.	Protect and inherit the traditional crafts of the countryside, preserving the diversity of rural culture.
Cultivation of Inheritors	Identify and nurture inheritors of endangered crafts, providing them with the necessary support and resources. Cultivate the younger generation of inheritors through training and practical experience.	Safeguarding the diversity of rural culture provides momentum for the development of the rural economy.
Villager Participation	Encourage villagers to participate in the inheritance and development of traditional crafts, enhancing their cultural confidence and sense of belonging. Through engaging in learning and practicing traditional crafts, villagers gain a deeper understanding of the value and significance of rural culture.	Enhance villagers' cultural confidence and sense of belonging, stimulating their enthusiasm to participate in rural tourism and cultural activities.
Integration with Rural Tourism	Integrate traditional crafts into rural tourism, offering tourists opportunities to learn and experience. Through interactive learning and experiences, increase tourists' interest in and understanding of rural culture, while also bringing economic benefits to the rural community.	Integrating traditional crafts with rural tourism promotes the dissemination and development of rural culture, injecting new vitality into the economic and cultural development of rural areas.

3.3. Strengthening Cultural Promotion

To better promote the development of rural tourism, strengthening cultural promotion and publicity is indispensable. Through various channels of publicity, more people can understand the unique charm and value of rural culture, thereby attracting more tourists to experience and explore. The internet is one of the fastest and most extensive channels for information dissemination today. Using online platforms, such as social media and tourism websites, can quickly spread the latest trends and features of rural tourism. Through carefully crafted content, such as photos, videos, and articles, the natural scenery, traditional crafts, and folk culture of the countryside are showcased[4]. At the same time, cooperating with well-known tourism bloggers and internet celebrities for online promotion can further enhance the visibility of rural tourism. In addition to online promotion, media channels are also important for rural cultural promotion. Traditional media such as television, radio, and newspapers can conduct special reports, interviews, and promotional activities for rural tourism, letting more people understand the charm and value of rural culture. Additionally, cooperating with local TV stations to broadcast promotional videos or documentaries about rural tourism can present the history, culture, and customs of the countryside more deeply. Organizing various cultural events is also an effective way to increase the visibility of rural tourism[5]. Folk performances are one of the important forms of showcasing rural culture. By organizing folk performance events, tourists can personally experience the connotation of rural culture. Not only does it allow more people to understand and appreciate the cultural charm of the countryside, but it also attracts more tourists to experience it.

4. Conclusion

In the development process of rural tourism, the development and utilization of cultural elements play a crucial role. Rural culture is not only the core attraction and feature of rural tourism but also a key factor for its sustainable

development. Deeply mining and utilizing cultural elements can endow rural tourism with richer connotations and values, promoting the inheritance and development of rural culture. To achieve reasonable development and utilization of cultural elements in rural tourism, a series of effective strategies and measures need to be adopted. However, during the implementation of these strategies and measures, it is necessary to pay attention to protecting the originality and uniqueness of rural culture, avoiding the destruction of cultural elements by excessive commercialization. At the same time, the organic combination of cultural inheritance and innovation should be emphasized, allowing rural culture to radiate new vitality while maintaining its traditional charm. The development and utilization of cultural elements in rural tourism is a long-term and complex task that requires the joint efforts and participation of all parties. Through the implementation of measures such as building cultural tourism brands, inheriting traditional crafts, strengthening protection and promotion, rural tourism's sustainable development and cultural inheritance and innovation can be better promoted. This, in turn, brings more development opportunities and economic benefits to rural areas, driving the prosperity and progress of the rural economy.

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