

Research on Industrial Development of Rural Cultural and Tourism Resources in Fujian Province under the Background of Cultural and Tourism Integration

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Abstract: In the context of cultural and tourism integration, the industrial development of rural cultural and tourism resources in Fujian Province is of great significance. The paper first defines the concepts of rural cultural and tourism resources and cultural and tourism industry, analyzes the current situation of rural cultural and tourism resource development in Fujian Province and the opportunities and challenges faced by future rural cultural and tourism resource development in Fujian Province, and finally proposes development strategies for rural cultural and tourism resource industry development in Fujian Province.

Keywords: Integration of Culture and Tourism; Rural Cultural and Tourism; Cultural and Tourism Resources; Industrial Development

1. Introduction

The rural cultural and tourism industry has received much attention in recent years. It not only injects new vitality into the rural economy, but also provides a good place for urban residents to relax and vacation. The rural cultural and tourism industry, as an important support for China's current rural revitalization strategy, is gradually receiving attention from all sectors of society. The vast rural areas of our country have abundant natural resources and unique cultural charm. They not only inject new vitality into the rural economy, but also promote the inheritance and development of rural culture. Through a variety of tourism products and innovative development models, they inject new vitality into the development of rural economy. At the same time, the development of rural cultural tourism industry has also promoted the inheritance and

development of rural culture, and promoted the implementation of rural revitalization strategy. In recent years, with the increasing demand for tourism, the rural cultural and tourism industry has gradually become a new hotspot in the tourism industry. Fujian Province, as a place with a long history and beautiful natural scenery, has rich rural resources and cultural heritage, making it an important region for the development of rural cultural and tourism industry [1].

2. Overview of Rural Cultural and Tourism Resources and Rural Cultural and Tourism Industry

2.1 Rural Cultural and Tourism Resources And Rural Cultural and Tourism Industry

Rural cultural and tourism resources refer to the natural landscapes, cultural landscapes, and related cultural and historical heritage that rural areas possess with tourism appeal. Currently, rural cultural and tourism resources mainly include the following categories: (1) natural landscapes, such as beautiful mountains, rivers, fresh air, and leisurely farmland scenery. These natural landscapes provide tourists with an environment away from the hustle and bustle of the city, allowing them to relax and unwind in nature. (2) Cultural landscape, including traditional villages, ancient architecture, and unique folk culture. (3) Agricultural experience: In rural areas, agriculture is usually the main industry, and tourists can participate in agricultural activities and experience agricultural culture. The rural cultural and tourism industry refers to the industry that combines rural resources with tourism, and achieves economic and social benefits by providing characteristic tourism products and services. Rural cultural tourism industry is an industry that combines

rural resources with tourism and realizes economic and social benefits by providing characteristic tourism products and services. It has the following characteristics: (1) uniqueness: the development of rural cultural tourism industry depends on the unique resources and cultural characteristics of the countryside, such as folk customs, traditional handicrafts, etc. (2) Sustainability: the rural cultural tourism industry pays attention to environmental protection and rational utilization of resources, and pursues win-win economic and social benefits. (3) Diversity: the rural cultural tourism industry can include various forms such as farmhouse entertainment, rural tourism and sightseeing, and agricultural product sales. The development of rural cultural tourism industry can not only improve the level of rural economy, but also inherit and carry forward rural culture, stimulate the creativity and participation of rural residents, and promote the implementation of Rural Revitalization Strategy[2].

2.2 Characteristics of Rural Cultural and Tourism Resources

Rural cultural tourism resources have been a hot topic in recent years. With the acceleration of urbanization, more and more people begin to seek opportunities to stay away from the noisy urban life, and rural tourism has become a popular choice. Rural cultural tourism resources attract more and more tourists with their unique charm and rich resources. Rural cultural tourism resources attract more and more tourists with their rich and diverse natural landscapes, unique rural culture, rich agricultural resources, pleasant ecological environment and unique home stay experience. By exploring the charm of the countryside, we can feel the beauty of pure nature and experience the unique charm of the countryside.[3].

2.2.1 Rich and diverse natural landscapes

Rural areas usually have vast fields, beautiful lakes, winding rivers and magnificent mountains. These natural landscapes provide rich materials and backgrounds for rural cultural and tourism resources. Tourists can enjoy the gifts of nature in the countryside, stay away from the noise and pollution of the city, and feel the beauty of pure nature.

2.2.2 Unique rural culture

Rural areas often have a long history and

unique rural culture. These cultures include traditional rural architecture, folk customs and handicrafts. By visiting rural museums, tasting traditional farm dishes and participating in rural cultural activities, tourists can have a deep understanding of the history and culture of the countryside and feel the enthusiasm and simplicity of the rural people.

2.2.3 Rich agricultural resources

Rural areas are important areas for agricultural development and have rich agricultural resources. Tourists can visit farmland, understand the process of crop planting and breeding, and experience farming culture. In addition, tourists can also taste fresh agricultural products, experience farmhouse entertainment and enjoy the fun of rural life.

2.2.4 A pleasant ecological environment

Compared to urban congestion and pollution, rural areas usually have a more pleasant ecological environment. The fresh air, green vegetation, and diverse wildlife make rural areas an ideal place for people to pursue health and relaxation. Under the guidance of rural cultural and tourism resources, tourists can engage in outdoor activities, hiking, and wilderness expansion in the countryside, enjoying the blessings of nature.

2.2.5 Unique homestay experience

Homestays in rural areas have become an important component of rural cultural and tourism resources. Rural homestays are usually based on traditional rural architecture and provide a unique accommodation experience. Tourists can stay in characteristic homestays such as farmhouses, wooden houses, and earthen buildings to experience the joy of rural life firsthand. Here, tourists can communicate and interact with local residents to learn more about rural stories and traditions.

2.3 The Significance of Developing Rural Cultural and Tourism Resources

The significance of developing rural cultural and tourism resources lies not only in inheriting cultural heritage, but also in promoting economic development and promoting rural revitalization strategies. The rational development of rural cultural and tourism resources can protect and inherit traditional culture, and improve the quality of life of local residents; At the same time, it can also drive local economic development and promote the implementation of rural

revitalization strategies[4].

2.3.1 Inheriting cultural heritage

The development of rural cultural and tourism resources can help inherit and protect cultural heritage. Rural areas are often rich in traditional cultural elements, such as folk customs, handicrafts, traditional festivals, etc. By developing these resources, more tourists can be attracted to experience and these cultural heritage can be passed down to future generations. For example, the traditional village will be transformed into a cultural theme scenic spot, so that tourists can understand and feel the local traditional culture by displaying traditional buildings, local customs and other ways.

2.3.2 Promoting economic development

The development of rural cultural tourism resources is of great significance to promote the development of local economy. Rural areas are often rich in resources, but the economic development is relatively lagging behind. Through the development of cultural and tourism resources, more tourists can be attracted to consume and drive the development of local tourism. This can not only improve the income level of local residents, but also increase employment opportunities and improve the quality of life of local residents. At the same time, the development of rural cultural and tourism resources can also drive the development of other related industries, such as agricultural product processing, handicrafts production, etc., forming an industrial chain of global tourism.

2.3.3 Promoting rural revitalization strategy

The development of rural cultural tourism resources is an important part of the Rural Revitalization Strategy. At present, China is actively promoting the Rural Revitalization Strategy, and realizing the transformation and upgrading of the rural economy through the development of rural tourism. The development of rural cultural tourism resources can not only improve the living conditions of farmers, but also promote the optimization and upgrading of rural industrial structure. By developing rural cultural and tourism resources, we can attract more talents to return to the countryside, promote the development of rural economy, and achieve the goal of Rural Revitalization Strategy.

3. Current Situation of Rural Cultural and Tourism Resource Development in Fujian Province

Fujian Province is located in the southeast coast of China, with rich natural scenery and long history and culture. Fujian Province has rich and diverse rural cultural and tourism resources, including magnificent natural scenery, unique folk culture, traditional handicrafts and delicacies. There are many ancient villages and historical sites in rural areas of Fujian Province, such as Tulou group and ancient towns, which are important resources to attract tourists. In recent years, the development of rural cultural tourism resources in Fujian Province has made considerable progress, attracting more and more tourists to explore its unique rural style and cultural charm [5].

3.1 Government Support and Investment

In recent years, the Fujian provincial government has attached great importance to the development of rural cultural and tourism resources, and has promoted the development and protection of rural cultural and tourism resources by formulating policies and providing financial support. The Fujian provincial government has issued a series of policies and measures to support the development of rural cultural and tourism resources, increased support for rural tourist attractions and rural homestays, provided financial support and preferential policies, and encouraged farmers to transform and develop tourism. The government encourages farmers to invest in home stay and farmhouse entertainment by setting up incentive funds and providing subsidies, so as to enhance the attractiveness and competitiveness of rural tourism. The government's capital investment has provided strong support for the development of rural cultural and tourism resources, helping rural revitalization and increasing farmers' income. At the same time, it also strengthened the support for the inheritance and protection of rural culture, protected and inherited the historical and cultural heritage of rural areas through capital investment and policy guidance, promoted the integration of rural cultural tourism resources and urban tourism resources, and promoted the global development of rural tourism. The government's support and investment have

achieved remarkable results. On the one hand, the number and quality of rural tourist attractions have been greatly improved, attracting a large number of tourists to come for sightseeing and leisure. On the other hand, the quantity and quality of rural home stay and farmhouse entertainment have also been improved, providing better accommodation and catering experience for tourists. Positive progress has also been made in the inheritance and protection of rural culture, so that more people can understand and recognize the historical and cultural value of the countryside [6].

3.2 Infrastructure Construction

Government infrastructure construction is the basis for the development of rural cultural and tourism resources. It provides convenient transportation, accommodation, catering and other basic conditions for tourists, and also provides better living environment and public service facilities for rural residents. In recent years, Fujian Province has increased investment in infrastructure construction in rural areas, improved infrastructure conditions such as transportation, hydropower and communication, and improved the convenience and comfort of rural tourism. The Fujian provincial government pays attention to improving the connectivity of the transportation network in the development of rural cultural and tourism resources, and has built a number of roads connecting major scenic spots and villages to facilitate tourists. At the same time, the government has also increased the improvement and upgrading of water and power supply facilities to ensure that the basic living needs of tourists and residents are met. In addition, the government also invested in the construction of some tourism service facilities, such as parking lots, public toilets, etc., to enhance the tourism experience of tourists. In the process of government infrastructure construction, it also faces some challenges. The first is the issue of funds. The government needs to invest a lot of money to build and maintain infrastructure, so it needs to plan and use financial resources reasonably. The second is cooperation and coordination. The government needs to effectively cooperate and coordinate with relevant departments and enterprises to ensure the smooth progress of infrastructure construction. The key to solving

these challenges is to strengthen planning and management and ensure the efficient and sustainable development of infrastructure construction.

3.3 The Richness of Rural Tourism Products

Fujian Province is rich in natural landscapes and historical and cultural resources, which provide unique conditions for the development of rural tourism. The rural tourism products of Fujian Province mainly include the following aspects: (1) natural landscape. The beauty of mountains and waters in Fujian Province is breathtaking, such as Wuyi Mountain, Tulou, Gulangyu Island, etc. these natural landscapes have attracted a large number of tourists for sightseeing and vacation. (2) Cultural heritage, such as Nanjing Tulou, Fujian Tulou group, etc. These cultural heritages are treasures of rural tourism in Fujian, attracting many cultural lovers. (3) Local culture experience provides a variety of local culture experience projects, such as handicraft production, traditional farming experience, folk performance, etc. These activities allow tourists to experience rural life and the unique charm of Rural Fujian. In recent years, Fujian Province has launched a series of unique tourism products to meet the needs of different tourists through the development and innovation of rural tourism products. Continue to explore local characteristics, and create unique and charming tourism products by exploring the characteristics of rural history, culture, customs and other aspects. The government enhances the sense of experience and interactivity of rural tourism through scientific and technological means, such as the use of Internet, UAV and other technologies. The government will strengthen infrastructure construction, increase investment in rural tourism infrastructure, improve transportation, catering, accommodation and other conditions, and enhance the travel experience of tourists.

3.4 Improvement of Tourism Services

Fujian Province is rich in rural cultural and tourism resources, including traditional villages, ancient buildings, scenic spots, etc. These resources contain rich historical and cultural heritage and unique natural scenery, and have high development potential. The Fujian provincial government has formulated

corresponding development plans to promote economic development and rural revitalization through the development of rural cultural and tourism resources. Fujian Province pays attention to improving the service quality of rural tourism, training rural tourism practitioners, strengthening the management of rural tourism practitioners, and providing better service experience. First, the Fujian provincial government accelerated the construction of rural cultural tourism demonstration sites. Fujian Province has selected some representative villages as cultural and tourism demonstration sites for comprehensive development and upgrading. Through the transformation and construction of these demonstration sites, more tourists will be attracted to visit and experience, and at the same time, experience and reference will be provided for the development of other villages. Secondly, the government encourages farmers to participate in the rural tourism economy, increase the income sources of farmers, strengthen the training and guidance for farmers, and improve their business ability and service level through the development of agritainment and sales of agricultural products. Finally, the government introduced scientific and technological means to improve the tourism experience, such as intelligent navigation system and virtual reality technology, to improve the tourism experience of tourists. Through these scientific and technological means, tourists can more easily understand and experience the rural cultural tourism resources in Fujian, and inject new vitality into the development of rural tourism [7].

4. Opportunities and Challenges Faced by the Development of Rural Cultural and Tourism Resources in Fujian Province

As an area rich in natural and human resources, Fujian Province has paid more and more attention to the development of rural cultural tourism resources in recent years. This development can not only promote the development of rural economy, but also protect and inherit the local cultural heritage. However, the development of rural cultural tourism resources also faces some challenges.

4.1 Opportunities Facing the Development of Rural Cultural and Tourism Resources in

Fujian Province

As a place with a long history and profound cultural heritage, Fujian Province has rich rural cultural and tourism resources. In recent years, with the rapid development of tourism and people's pursuit of rural life, the development of rural cultural and tourism resources in Fujian Province is facing unprecedented opportunities.

4.1.1 Natural environmental advantages

Fujian Province is located in the southeast coast, with unique natural environment advantages. There are magnificent coastlines, beautiful landscapes, rich natural resources and so on. These natural resources provide a broad space and rich resource base for the development of rural cultural tourism resources in Fujian Province. For example, Fujian's Island Scenic Spots and landscape pastoral scenic spots are popular destinations for the development of rural cultural and tourism resources.

4.1.2 Cultural heritage inheritance

Fujian Province has a long history and rich cultural heritage, which is a valuable asset for the development of rural cultural and tourism resources. Fujian Tulou, ancient towns and villages, and traditional handicrafts are all important components of rural cultural and tourism resources in Fujian Province. Through the protection, inheritance and utilization of these cultural heritages, it can provide unique attraction and competitiveness for the development of rural cultural and tourism resources.

4.1.3 Rural revitalization strategy

The Rural Revitalization Strategy is an important strategic policy put forward by the Chinese government in recent years, and it also brings great opportunities for the development of rural cultural and tourism resources in Fujian Province. The Rural Revitalization strategy aims to achieve the comprehensive revitalization of rural areas through measures such as improving farmers' living standards, promoting rural economic development, and protecting the rural environment. The Fujian provincial government attaches great importance to the development of tourism, and has issued a series of policies to support the development of tourism, providing policy guarantee for the development of rural cultural and tourism resources, and promoting the development of rural economy and the

inheritance of rural culture.

4.1.4 The rise of homestay economy

With people's yearning and pursuit for rural life, home stay economy is gradually rising in the development of rural cultural and tourism resources in Fujian Province. B&B can not only provide unique accommodation experience, but also drive local agricultural product sales and cultural heritage. Fujian Province can attract more tourists to experience rural life and promote the development of rural cultural and tourism resources and the prosperity of rural economy through the development of home stay economy.

4.1.5 Economic development drives consumer demand

With the rapid development of economy in Fujian Province, people's consumption level is also rising, which provides a broad market prospect for the development of rural cultural and tourism resources. At the same time, the continuous improvement of transportation, communication and other infrastructure in Fujian Province has also provided good conditions for the development of rural cultural and tourism resources.

4.2 Challenges Faced by the Development of Rural Cultural and Tourism Resources in Fujian Province

4.2.1 Balance between protection and development

The rural cultural tourism resources in Fujian Province include natural landscape, cultural landscape, etc. When developing rural cultural and tourism resources, it is necessary to balance the relationship between protection and development. It is necessary to protect and inherit the essence of rural culture. Protecting rural cultural and tourism resources can maintain its original style and unique characteristics, but excessive protection may lead to insufficient utilization of resources. How to protect the original style and ecological environment of rural cultural tourism resources in the process of development, and avoid damage to resources. It is necessary to formulate reasonable planning and management measures to ensure sustainable development while protecting rural cultural and tourism resources. It is a challenge for the development of rural cultural tourism resources in Fujian Province^[8].

4.2.2 Shortcomings in infrastructure construction

The development of rural cultural and tourism resources needs the support of infrastructure, including transportation, communication, water and electricity. However, in some remote rural areas, the construction of transportation, water supply, power supply and other facilities is insufficient, which affects the development of rural cultural and tourism resources and the experience of tourists, and limits the development of rural cultural and tourism resources. It is a long-term and arduous task to build appropriate infrastructure in rural areas. Therefore, the government should increase investment in infrastructure construction, improve the coverage and quality of infrastructure, and create good conditions for the development of rural cultural and tourism resources.

4.2.3 Balance between cultural inheritance and innovation

The development of rural cultural tourism resources needs to give full play to the role of culture. However, while inheriting culture, innovation is also needed to make rural cultural and tourism resources more attractive and competitive. Therefore, it is necessary to inject modern elements on the basis of maintaining traditional culture to create a unique cultural experience. At the same time, we should pay attention to the cultivation and inheritance of talents related to rural cultural and tourism resources, and improve their professional ability and innovation ability.

4.2.4 Shortcomings in market promotion and brand building

The development of rural cultural tourism resources needs market promotion and brand building. However, there are still some deficiencies in Fujian Province. Market promotion needs to strengthen the publicity of rural cultural and tourism resources to improve their popularity and reputation. At the same time, we should pay attention to brand building, create a unique rural cultural tourism brand, and attract more tourists and investors.

4.2.5 Talent shortage and improvement of tourism service level

The development of rural cultural tourism resources needs a professional and high-quality talent team, but at present, the talent reserve in rural areas is relatively insufficient, and the talent training system is not perfect. This has

brought some difficulties to the development and management of rural cultural tourism resources. At present, some rural cultural and tourism attractions have problems of low management level, such as poor service attitude and poor sanitary conditions, which affect the tourism experience and satisfaction of tourists. Therefore, improving the management level is also one of the important challenges faced by the development of rural cultural tourism resources in Fujian Province.

5. Development Strategies for the Development of Rural Cultural and Tourism Resources Industry in Fujian Province

The rural cultural tourism industry in Fujian Province has unique advantages and potential. Fujian Province is rich in historical and cultural heritage and natural landscape resources, such as earth buildings, tea gardens, islands, etc. These resources provide rich materials and foundation for the development of rural cultural tourism industry. At present, the rural cultural tourism industry in Fujian Province has made some achievements. The construction and operation management of some rural scenic spots have been greatly improved, attracting a large number of tourists and investment. At the same time, the rural cultural tourism industry also provides employment opportunities for local farmers and promotes the development of rural economy. In order to realize the sustainable development of rural cultural tourism industry in Fujian Province, the following are some suggested strategies[9].

5.1 Strengthen Cultural Protection and Inheritance

The government should strengthen the protection and planning management of rural tourism resources, reasonably plan rural tourism development areas, and protect the ecological environment and cultural heritage, and strengthen the protection and restoration of traditional buildings such as earth buildings and ancient villages. In order to protect and restore these valuable cultural heritage, the government should increase investment and cooperate with professional institutions and communities to protect and restore cultural heritage. In this regard, the government should strengthen the publicity of rural cultural

heritage and improve the public's awareness and attention to rural culture. At the same time, we should strengthen the inheritance of traditional handicrafts and folk culture, and create rural tourism products with local characteristics and cultural connotations.

First, we should explore the connotation of rural culture. We should deeply explore and study rural culture, understand the history, inheritance and development process of rural culture, and explore the unique charm and value of rural culture. Through in-depth understanding and research of rural culture, the government can better formulate strategies and measures for protection and inheritance. Second, we should inherit the traditional handicraft. In the development of rural cultural tourism resources, traditional handicraft is a very important part. We should strengthen the inheritance and protection of traditional handicrafts, such as wood carving, stone carving, paper cutting, embroidery, etc. Through the protection and inheritance of handicrafts, the content and form of rural cultural tourism resources can be enriched, and the tourism experience and satisfaction of tourists can be improved. Third, we should protect historical buildings and historic sites. In the development of rural cultural tourism resources, historical buildings and historic sites are important components. We should strengthen the protection and repair of historical buildings and historic sites, and maintain their historical features and cultural values. By protecting historical buildings and historic sites, we can enhance the cultural connotation and attraction of rural cultural and tourism resources. Fourth, the government should carry forward folk culture. Folk culture is an important part of rural cultural tourism resources. We should strengthen the excavation and promotion of folk culture, such as traditional festivals, folk music, dance, etc. By carrying forward folk culture, it can enrich the cultural experience and feelings of tourists and improve the attraction of rural cultural and tourism resources. Fifth, the government should cultivate talents for cultural heritage. Talent is one of the key factors in the development of rural cultural tourism resources. We should strengthen the cultivation and introduction of cultural heritage talents, and improve their cultural quality and professional level. The cultivation of cultural

heritage talents can provide talent protection and support for the protection and inheritance of rural cultural and tourism resources.

5.2 Improve the Level of Rural Tourism Infrastructure Construction

The development of rural cultural tourism resources in Fujian should improve the level of rural tourism infrastructure construction. Good infrastructure construction is not only an important guarantee to enhance the competitiveness of rural tourism, but also a key factor to improve tourist experience and satisfaction. By improving the construction of transportation, accommodation, catering, tourism services, security and smart tourism facilities, we can improve the quality and competitiveness of rural tourism, improve the satisfaction and loyalty of tourists, and further promote the sustainable development of rural society and economy.

First, the government should improve transportation facilities. The government should strengthen the construction of rural roads, improve accessibility and comfort, and ensure that tourists can easily and quickly reach their destinations. At the same time, parking lots, public transport and other supporting facilities should be improved to improve the travel convenience of tourists. Second, the government should strengthen the construction of accommodation facilities. The upgrading of rural accommodation facilities should be promoted to improve the quality and comfort of facilities. Encourage the development of featured accommodation such as farmhouse entertainment and home stay, and create accommodation experience with rural characteristics. Third, the government should improve the level of catering facilities. We should strengthen the construction of rural catering facilities and improve the catering quality and hygiene level. We will encourage the introduction of specialty food and create catering brands with rural characteristics. Fourth, tourism service facilities should be improved. Tourist service centers, tour guide services, public rest areas and other facilities should be set up in the scenic area to provide convenient and efficient tourism services. At the same time, strengthen the construction of tourist toilets, garbage disposal and other facilities, and improve the level of environmental sanitation. Fifth, tourism

security should be strengthened. We should establish a sound tourism safety management system, strengthen tourism safety publicity and education, and improve tourists' safety awareness and self-protection ability. At the same time, improve the emergency rescue system to ensure that tourists can be rescued in time in case of emergencies. Sixth, we should promote the construction of smart tourism. We should use information technology to promote the construction of smart tourism and improve the scientific and technological content of rural tourism. For example, build tourism websites, mobile app and other platforms, provide online booking, navigation, voice interpretation and other services, and improve the tourism experience and convenience of tourists[10].

5.3 Improve Service Quality and Experience

The development of rural cultural tourism resources in Fujian should improve service quality and experience to meet the needs and expectations of tourists. Improving service quality and experience is the core competitiveness of the development of rural cultural tourism resources in Fujian. By cultivating professionals, providing personalized services, paying attention to details, strengthening cooperation with local communities, innovating tourism products, strengthening quality supervision and creating a good tourism atmosphere, we can improve the quality and experience of rural cultural tourism services, improve the satisfaction and loyalty of tourists, and further promote the sustainable development of rural society and economy.

First, we should provide personalized services. Provide personalized services according to the needs and characteristics of different tourists. For example, provide family tourists with parent-child activities, children's recreation facilities, etc., and provide romantic atmosphere experience for couples. Second, attention should be paid to detail services. Detail service is the key to improving the tourist experience. Attention should be paid to every detail of tourists in the process of tourism, including catering, accommodation, play, etc., and considerate and considerate services should be provided. Third, cooperation with local communities should be strengthened. Establish close cooperation with local communities, give play to the enthusiasm

of local residents, and provide tourists with authentic rural culture and experience. At the same time, it can also provide employment opportunities and economic benefits for local residents. Fourth, tourism products should be innovated. Combining local culture and natural resources, develop innovative and unique tourism products, such as cultural experience, farming experience, folk experience, etc., to meet tourists' needs for freshness and diversity. Fifth, quality supervision should be strengthened. We should establish and improve the supervision system of tourism service quality, regularly evaluate and supervise service providers, and ensure that the service quality and experience meet the expectations of tourists. At the same time, tourists should be encouraged to evaluate and feed back the service, so as to improve and perfect it in time. Sixth, create a good tourism atmosphere. In rural tourism, a good atmosphere and environment are essential for tourists' experience. We should strengthen the protection and governance of the rural environment, create a pleasant tourism atmosphere, and let tourists feel quiet, comfortable and pleasant.

5.4 Accelerate the Cultivation of Rural Tourism Talents

First, a training system should be established. A perfect training system should be established, including pre job training, on-the-job training, skill improvement training, etc., to ensure that rural tourism practitioners have basic tourism knowledge, service skills and safety awareness. We should strengthen professional education, encourage and support local vocational education institutions to set up specialties and courses related to rural tourism, and cultivate tourism talents with professional knowledge and skills. Second, external talents should be introduced. Attract external excellent tourism talents to Fujian rural areas for employment or entrepreneurship through preferential policies, bring new ideas and experience, and promote the development of local rural tourism. Third, we should cultivate rural tourism leaders. We should select and cultivate a group of willing and capable rural tourism leaders, improve their organizational ability, management ability and operation ability through training and practice, and play their leading role in the development of rural tourism. Fourth, we

should carry out practical training and organize rural tourism practitioners to participate in practical activities, such as tourism route design, tour guide explanation, etc., so as to improve their practical ability and innovation consciousness. We should improve the incentive mechanism, formulate incentive policies, reward talents who have made outstanding contributions to the development of rural tourism, and stimulate the enthusiasm and creativity of the majority of employees. Fifth, cooperation with universities and scientific research institutions should be strengthened. Establish cooperative relations with universities and scientific research institutions to jointly carry out rural tourism research, talent training and other work, and improve the overall quality of rural tourism talent team.

5.5 Strengthen the Brand Construction and Promotion of Rural Tourism

First, brand building strategies should be formulated. We should formulate targeted brand building strategies for rural tourism, clarify brand positioning, core values and target markets, so as to better attract and meet the needs of target tourists. The publicity and promotion of rural tourism brand should be strengthened through various channels and means, such as tourism promotion, advertising, social media, etc. Especially on the new media platform, short videos, blogs, wechat official accounts and other means are used to improve brand exposure and communication effect. Second, we should explore the cultural characteristics of Fujian rural areas, including history, folk customs, handicrafts, food, etc., and integrate them into the brand construction of rural tourism, so as to increase the uniqueness and attraction of the brand. It is necessary to create high-quality tourist routes, combine local culture and natural resources, and develop innovative and unique high-quality tourist routes, such as cultural experience, farming experience, folk experience, etc., to meet the needs and expectations of different tourists. Third, we should cooperate with tourist attractions, local tourist attractions, museums, cultural sites, etc., and carry out joint promotion activities to increase the attraction and competitiveness of rural tourism. Festival activities should be developed, and local folk festival activities,

such as traditional temple fairs, agritainment activities, agricultural products exhibitions, etc., should be used to carry out colorful activities to attract more tourists to participate and experience. We should also strengthen regional cooperation, strengthen regional cooperation with other regions, jointly promote the brand of rural tourism in Fujian, and expand the popularity and influence of the brand.

6. Conclusion

In the context of the current integrated development of culture and tourism, cultural tourism industry has become one of the important engines to promote the development of local economy. Under the background of cultural and tourism integration, the industrial development of rural cultural and tourism resources in Fujian Province is of great significance. By strengthening the integration and development of rural cultural and tourism resources, Fujian Province can further improve the level of rural economic development and promote the inheritance and protection of rural culture. At the same time, in the development of rural cultural tourism industry, we also need to pay attention to sustainable development and ecological protection to achieve a win-win situation of economic and environmental benefits. It is believed that with the joint efforts of all parties, the industrial development of rural cultural tourism resources in Fujian Province will usher in a better future.

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