

# Research on the Influencing Factors and Path of Rural Tourism Transformation and Upgrading from the Perspective of Supply and Demand

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**Abstract**— This paper aims to introduce the research on the influencing factors and paths of the transformation and upgrading of rural tourism from the perspective of supply and demand. First, from the perspective of demand side, the influencing factors of tourist satisfaction in rural tourism in China are identified. The structural equation model is used to empirically test the mechanism of influencing factors and tourist satisfaction. The results show that all factors have a positive impact on tourist satisfaction, among which product quality and product structure have a greater impact on tourist satisfaction. Aiming at the factors influencing the transformation and upgrading of rural tourism based on the demand-side analysis, the research on the transformation and upgrading path of the supply-side of rural tourism is carried out. This paper believes that the transformation and upgrading of rural tourism should start with rural tourism products, put the optimization of product quality in the first place, and take the diversified market demands into account. While realizing the hierarchy and diversification of tourism product structure, it provides tourists with more personalized tourism products. The development of tourism products should be based on the premise of not destroying the ecological environment, strengthening environmental protection and promoting garbage classification. In terms of infrastructure construction, first of all, it is necessary to ensure convenient transportation, and at the same time, the development and construction of infrastructure should fully consider the needs of tourism reception. In terms of rural tourism service supply, it is necessary to improve the tourism service management system, improve service quality, and ensure that service personnel can quickly respond to tourists' needs and have a professional and decent service attitude.

**Keywords**— A supply and demand perspective: rural tourism: structural equation modeling.

## I. INTRODUCTION

In the report of the meeting of the Central Financial and Economic Leading Group on November 10, 2015, General Secretary Xi Jinping proposed the concept of "supply-side structural reform". Supply-side structural reform is to start from improving the quality of supply, use reform methods to promote structural adjustment, correct the distortion of factor allocation, expand effective supply, improve the adaptability and flexibility of the supply structure to changes in demand, and improve total factor productivity. To meet the needs of the broad masses of the people, and to promote the sustainable and healthy development of the economy and society. On January 11, 2016, at the joint meeting of the Ministry of Tourism of the State Council, Vice Premier Wang Yang emphasized that "it is necessary to adapt to and lead the new normal of economic development, speed up the transformation of tourism development mode, and focus on promoting tourism supply-side reform."

In his report to the 19th National Congress of the Communist Party of my country, General Secretary Xi Jinping pointed out for the first time that the main contradiction in Chinese society in the new era has been transformed into the contradiction between the people's ever-growing needs for a better life and unbalanced and insufficient development. It can be seen that with the improvement of people's living standards and the rapid development of urbanization, people pay more and more attention to the quality of life. People's attention and participation in tourism and other leisure activities will gradually increase, and they are more and more yearning for idyllic rural tourism, which is different from the tense

atmosphere of urban life. And they are no longer limited to traditional rural tourism, but pursue a multi-dimensional and multi-sensory tourism experience.

However, the current rural tourism in China has problems such as unreasonable product structure, low product quality, low quality of service personnel, poor ecological environment, and imperfect infrastructure, which highlights that the development of rural tourism is in a period of concentration of contradictions. The supply-side structure of rural tourism is unreasonable and unbalanced, and it cannot meet the diversified needs of tourists. Therefore, this paper starts from the demand side, and understands the diversified needs of the market by investigating tourists' satisfaction with rural tourism. To carry out supply-side reforms in response to demand, we are committed to improving the quality and efficiency of the supply side of rural tourism, and accelerating the pace of transformation and upgrading of rural tourism in China.

## II. RESEARCH HYPOTHESIS

Combined with the existing literature, from the perspective of supply and demand, this paper makes a comprehensive theoretical analysis of the current situation of rural tourism development and the main influencing factors of tourists' satisfaction, and puts forward corresponding research hypotheses.

### A. Rural Tourism Product Structure

Many scholars have found that the structure of tourism products has a great impact on tourist satisfaction. Qu Hua and Liu Rongrong concluded that the current rural tourism products in China are of single type, unreasonable structure

and serious homogeneity. Tourism products lack cultural connotation and do not combine culture and tourism products (Qu and Liu 2017). Some scholars say that promoting the development of the rural tourism industry should not only focus on the upgrading of product structure and the optimization of tourism services, but also on the cultivation of talents. At the same time, the marketing promotion of the market should not be underestimated (Dai 2019). From the perspective of tourist demand, some scholars took Tonglu County, Zhejiang Province as an example, and concluded that rural tourism should form an industrial chain and improve the structure of tourism products through a sample survey. And on the basis of not destroying the rural tourism resources, it adapts to the market demand and introduces new concepts to develop rural tourism (Su 2016). In addition, some scholars believe that traditional rural tourism needs to inject innovative ideas and use innovative thinking to open up rural tourism. At the same time, we should pay attention to the optimization of supply and the integration of culture (Yu and Feng 2018). Based on the research of these scholars, we propose the research hypothesis H1 that the product structure of rural tourism affects tourist satisfaction.

H1: The impact of rural tourism product structure on tourist satisfaction is positive. The more reasonable the tourism product structure is, the more satisfied tourists are.

#### *B. Infrastructure*

The study found that the "featured service and facility experience" provided by the scenic spot with complete network coverage, featured catering, accommodation environment, and featured souvenirs will greatly affect tourist satisfaction. At present, rural tourism has problems such as basic complete infrastructure but primitive usage, so it is in urgent need of "Internet of Things +" and other high-tech assistance (Zhang and Wang 2018). (Zhu and Gao 2021) from the perspective of matching the supply and demand of rural tourism, found that the shortage of the supply side of rural tourism is mainly reflected in convenient transportation conditions and infrastructure construction. In order to solve the problem of mismatch between supply and demand, it is necessary to focus on improving traffic conditions, and at the same time, the development and construction of infrastructure should fully consider the demand for tourism reception. Based on this analysis, we propose the research hypothesis H2 that infrastructure construction affects tourist satisfaction.

H2: The impact of infrastructure construction on tourist satisfaction is positive. The more complete the infrastructure construction, the higher the tourist satisfaction.

#### *C. Rural Tourism Environment*

Some scholars investigate from the perspective of axiology and believe that only by protecting the rural environment and promoting the efficient development of rural industries can the value of high-quality development of rural tourism be realized. At the same time, they pointed out that environmental consumption should be reduced in the process of rural tourism development, and green production technology can be used to improve the reproduction and reuse of ecological resources

(Cui and Wang 2021). Some scholars have evaluated tourists' satisfaction and found that tourists have the highest satisfaction with the rural tourism environment. Furthermore, it is believed that the unique ecological environment and rural atmosphere promote the development of rural tourism (Zhou and He and Rong 2016). Some scholars have found that improving the rural living environment has a significant radiation effect on the development of rural tourism. Taking appropriate environmental management measures, such as centralized waste and sewage treatment, and renovation of toilets, can increase the number of tourists (Lin, Yang, Zheng and Chen 2020). (Wang 2021) pointed out that while the development of rural tourism, the actual situation of resources and environment should be taken into account, and the coordinated development of tourism economy and ecological environment protection should be formed. Tourism products should be re-developed on the basis of retaining the original ecology. It is necessary to highlight the idea of "people-oriented" and give tourists more experience of nature. Based on this, we propose the research hypothesis H3 that the rural tourism environment affects tourist satisfaction.

H3: The influence of rural tourism environment on tourist satisfaction is positive. The better the rural tourism environment, the more satisfied tourists are.

#### *D. Rural Tourism Service*

Some scholars propose that the rural tourism service system is a relatively large organizational structure. Therefore, it is not only necessary to explore the integration of rural tourism resources with the tourism needs of modern residents, but also to combine with modern service thinking. At the same time, the service system of rural tourism should be designed in combination with the user's whole journey experience, aiming to improve the rural tourism service system and enhance the service experience effect (Zhang, Lou, Liu and Zheng 2021). (Wang 2021) built a rural tourism consumer satisfaction evaluation model. He believes that with the increasing demands of customers for service experience, the rural tourism industry should place more and more importance on improving service quality and customer experience. At the same time, he pointed out that whether the rural tourism service providers can quickly respond to the needs of tourists, whether the service attitude is professional and decent, and whether they can provide personalized services for different tourists are the weak links of rural tourism services. Therefore, we propose the research hypothesis H4 that rural tourism service level affects tourist satisfaction.

H4: The impact of rural tourism service level on tourist satisfaction is positive. The higher the rural tourism service level, the more satisfied tourists are.

#### *E. Rural Tourism Product Quality*

Some scholars have pointed out that the lack of characteristics of rural tourism products leads to the weak competitiveness of rural tourism, and at the same time, the management system of rural tourism is lagging behind, which all lead to the lack of competitiveness of rural tourism. To promote the development of rural tourism, we must start from

the aspects of tourism brands, tourism products and tourism management systems (Yu 2015). (Cheng 2017) proposed to promote the transformation and upgrading of rural tourism should pay attention to its cultural value. Integrate culture and tourism industry, so that tourism products have the soul of culture. It is necessary to provide more tourism products that meet the spiritual needs of tourists. (Liu and Guo 2019) concluded that the transformation and upgrading of rural tourism should change the extensive and quantitative mode of rural tourism in the past, and transform and upgrade to a new type of rural tourism that is more intensive and of higher quality. At the same time, traditional rural tourism is limited to sightseeing mode, which is too simple. Rural tourism should be transformed and upgraded towards leisure mode. Based on the above conclusions, we propose the research hypothesis H5 that the quality of rural tourism products affects tourist satisfaction.

H5: The quality of rural tourism products has a positive impact on tourist satisfaction. The better the quality of rural tourism products, the higher the satisfaction of tourists. Through literature review, this paper proposes the corresponding research hypotheses. According to the above assumptions, this paper constructs a conceptual model of the influencing factors of tourist satisfaction as shown in Figure 1.

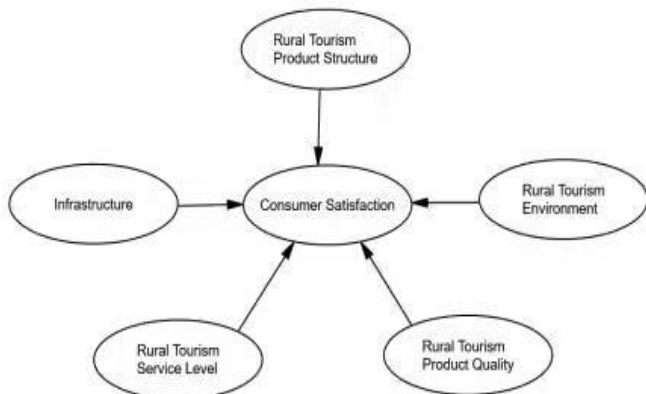


Fig. 1. Conceptual model of influencing factors of tourist satisfaction

### III. RESEARCH DESIGN

#### A. Questionnaire Design and Research Samples Variable Design

Based on the above literature analysis, combined with the conceptual model in Figure 1, this paper adopts structural equation model to study the influencing factors of tourist satisfaction in rural tourism in China. By constructing a complex causal model, the influence path of rural tourism tourist satisfaction is explored. In this paper, 19 variables are selected as the factors of the structural equation model. By analyzing the key factors affecting tourist satisfaction, it is classified into rural tourism product structure factors: TS1, TS2, TS3; infrastructure construction factors: IC1, IC2, IC3; rural tourism environmental factors: EQ1, EQ2, EQ3; Tourism service level factors: SL1, SL2, SL3; rural tourism product quality factors: PQ1, PQ2, PQ3; tourist satisfaction factors: CS1, CS2, CS3, CS4. The description of the specific model variable index system is shown in Table 1.

TABLE 1. Description of the model variable index system

Latent Variable	Observed Variable
<b>Rural tourism product structure (TS)</b>	TS1 : I think there are many kinds of rural tourism products.
	TS2: I think rural tourism products can provide me with a multi-sensory and multi-dimensional experience.
	TS3 : I think the product structure of rural tourism is reasonable.
<b>Infrastructure (IC)</b>	IC1 : I think the rural tourism transportation system is perfect and travel is convenient.
	IC2: I am very satisfied with the communication, accommodation, food conditions, etc.
	IC3: I think the rural tourism medical and health construction is perfect.
<b>Rural tourism environment (EQ)</b>	EQ1 : I think the rural tourism destination environment is very good.
	EQ2: I think the environmental protection work of rural tourism is perfect.
	EQ3: I think the rural tourism environment is clean, hygienic and tidy.
<b>Rural tourism service level (SL)</b>	SL1: I think the rural tourism service staff are very professional and have solid tourism knowledge.
	SL2: I think the quality of rural tourism service personnel is high.
	SL3: I think the rural tourism service staff has a good service attitude and is warm and thoughtful.
<b>Rural tourism product quality (PQ)</b>	PQ1 : I think rural tourism products are very local.
	PQ2 : I think rural tourism products are well integrated with culture and have cultural connotations.
	PQ3 : I think rural tourism products are very creative.
<b>Tourist satisfaction (CS)</b>	CS1 : At present, the development of rural tourism in our country is highly consistent with the tourism that I want in my heart.
	CS2 : Rural tourism gives me a good travel experience.
	CS3: I am very satisfied with rural tourism.
	CS4: I would like to make rural tourism the first choice in my travel plan.

#### B. Questionnaire Design and Research Samples

This research investigates tourism satisfaction in Chinese rural areas by randomly distributing online questionnaires. The content of the questionnaire mainly includes two parts: the social and economic attributes of the respondents and the tourist satisfaction scale of rural tourism. This questionnaire uses a 5-level Likert scale to measure the observations. The observed variables of rural tourism product structure factor, infrastructure construction factor, rural tourism environment factor, rural tourism service level factor, rural tourism product quality factor and tourist satisfaction factor are divided into five evaluation scales. The higher the score, the higher the agreement. "1" means very dissatisfied, "5" means very satisfied. The specific measurement index system is shown in Table 1.

A total of 266 valid questionnaires were collected in this questionnaire survey. The questionnaires can generally represent the actual situation of consumers in rural tourism in China. The specific socioeconomic attributes are shown in Table 2. Judging from the gender of the surveyed samples,

53.1% were male and 46.9% were female, with a reasonable ratio of males to females. Judging from the age of the survey sample, 18.7% of the respondents were aged 18-30, 20.3% were aged 31-40, and 20.3% were aged 41-50. 27.6%, which shows that young and middle-aged people spend more on tourism. Judging from the educational level of the surveyed samples, the educational level of undergraduates and above accounted for a relatively large proportion, and the educational level of junior high school and below accounted for only 6.4%.

Judging from the annual household income of the survey samples, the largest proportion is the annual income of 50,001~100,000, accounting for 40.5%, and the annual household income of 100,001~150,000 accounts for 29.8%, and the total proportion of the two has exceeded 70%. It shows that the annual household income of the respondents is basically stable between 50,001 and 150,000.

TABLE 2. Description of the model variable index system

	Category	Proportion (%)
Gender	Male	53.1
	Female	46.9
Age	<18	1.9
	18~30	18.7
	31~40	20.3
	41~50	27.6
	51~60	16.2
	>60	15.2
Educational Level	Other	1.6
	Junior high school	4.8
	High School/Secondary School	27.6
	Undergraduate	40.8
	Postgraduate	25.2
Annual Household Income	<50000	11.8
	50001~100000	40.5
	100001~150000	29.8
	>150000	17.9

C. Reliability test

This paper chooses Cronbach's alpha coefficient to test the reliability. Generally, when the Cronbach's  $\alpha$  coefficient is greater than 0.7, it can be considered that the reliability of the research data is high and the internal consistency is good. Table 3 shows that the overall Cronbach's  $\alpha$  coefficient is 0.839, indicating that the questionnaire has good stability and reliability. At the same time, the Cronbach's alpha coefficients of rural tourism product structure factor, infrastructure construction factor, rural tourism environment factor, rural tourism service level factor, rural tourism product quality factor and tourist satisfaction factor are 0.881, 0.878, 0.872, 0.824, 0.814, 0.830, respectively. Each Cronbach's alpha coefficient is greater than 0.7, which indicates that each dimension has good consistency reliability.

D. Validity test

In this paper, KMO and Bartlett's sphericity test were used to test the validity of the measurement scale structure. The results show that the metric value of KMO is  $0.873 > 0.7$ , and the significance of Bartlett's sphericity test is  $\text{sig}=0.000 < 0.001$ , indicating that the correlation between sample variables is obvious, and factor analysis can be

performed. It can be seen from Table 3 that a total of 6 factors are extracted in this paper, and the variance explanation rates of each factor are: 16.874%, 14.094%, 13.121%, 13.066%, 13.004%, and 12.027%. The cumulative variance explained rate was 82.186%. The factor loadings corresponding to each measurement item were 0.765, 0.740, 0.702, 0.732, 0.709, and 0.870, all of which were greater than 0.7. The cross load factor is less than 0.4. It shows that the scale has good structural validity, and the data can be used for further research.

TABLE 3. Scale reliability and validity test

latent variable	Overall Cronbach's alpha	Cronbach's $\alpha$	KMO	Cumulative explained variance (%)
Rural tourism product structure	0.839	0.881	0.765	16.874
Infrastructure		0.878	0.740	30.968
Rural tourism environment		0.872	0.702	44.089
Rural tourism service level		0.824	0.732	57.155
Rural tourism product quality		0.814	0.709	70.159
Tourist satisfaction		0.830	0.870	82.186

Note: The principal component method is used to extract factors whose characteristic root is not less than 1, and the maximum variance method is used for factor rotation.

IV. EMPIRICAL ANALYSIS

A. Building a Structural Equation Model

This paper uses AMOS 21.0 statistical software to analyze the influencing factors of tourist satisfaction in rural tourism. The reliability and validity tests of each observed and latent variable have been carried out above, and the available factor structures have been determined. According to the above assumptions, the conceptual model of influencing factors of tourist satisfaction and the variable index system. A structural equation model of the influencing factors of rural tourism tourist satisfaction as shown in Figure 2 is constructed.

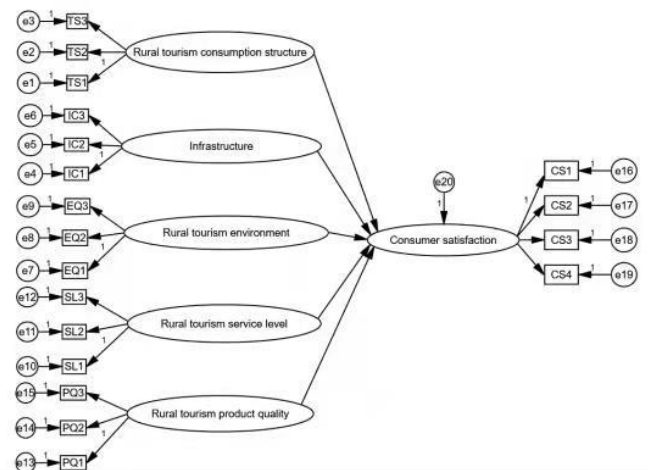


Fig. 2. Structural equation model of influencing factors of rural tourism tourist satisfaction

### B. Model path analysis

The questionnaire data was imported into structural equation model fitting for path analysis, and the fitting results are shown in Table 4.

TABLE 4. Structural equation model fitting index

Fit Index	CMIN/DF	RMSEA	GFI	NFI	IFI	CFI
Ideal value	(1, 3)	<0.08	>0.90	>0.90	>0.90	>0.90
Hypothetical model	1.699	0.051	0.901	0.933	0.971	0.971

From Table 4, we can see that all indicators meet the standard. This indicates that the model has a high degree of fit with the sample data. The structural relationship is relatively reasonable.

Table 5 shows the standard regression path coefficients and verification results of the structural equation model of the influencing factors of tourist satisfaction in rural tourism. From Table 5, we can know that the standardized path coefficients of the five hypothetical paths of rural tourism product structure, infrastructure construction, rural tourism environment, rural tourism service level and rural tourism product quality on tourist satisfaction are 0.355, 0.208, 0.298, 0.181, 0.419. And it was significant at the  $p=0.001$  level, so H1-H5 were confirmed. That is, product structure, infrastructure construction, tourism environment, service level and product quality in rural tourism all have a positive impact on improving tourist satisfaction. In contrast, tourism product quality and product structure have the most significant impact on tourists. This shows that tourists are most concerned about the product itself in the process of rural tourism. Therefore, in order to realize the transformation and upgrading of rural tourism, the first thing to do is to solve the problems of low quality, unreasonable structure and lack of cultural connotation of the current rural tourism products. In addition, the environment, infrastructure construction and service level also have a certain impact on tourist satisfaction. Therefore, building complete tourism supporting facilities, forming standardized service standards, and strengthening the protection of landscape environment are also important links in the transformation and upgrading of rural tourism.

TABLE 5. Standard regression path coefficients of the model

Influence Path	Path Coefficient	C.R.	P	Validation Results
Rural tourism product structure → tourist satisfaction	0.355	6.542	***	H1 pass
Infrastructure Construction → Tourist Satisfaction	0.208	3.848	***	H2 pass
Rural tourism environment → tourist satisfaction	0.298	5.509	***	H3 pass
Rural tourism service level → tourist satisfaction	0.181	3.394	***	H4 pass
Rural tourism product quality → tourist satisfaction	0.419	6.701	***	H5 pass

### V. CONCLUSION AND SUGGESTION

First, from the perspective of the demand side, this paper establishes a relationship model between rural tourism product structure, infrastructure construction, rural tourism environment, rural tourism service level, rural tourism product quality and tourist satisfaction. The influence of product structure, infrastructure, environment, service and product quality on tourist satisfaction was clarified. Then, in view of the problems existing on the demand side of rural tourism, the perspective of supply side is clarified, and the path of transformation and upgrading of rural tourism is put forward and corresponding suggestions are put forward.

#### A. Conclusion

The conclusions of this paper are as follows: All five variables have a positive impact on tourist satisfaction. According to the degree of influence, the order is rural tourism product quality, rural tourism product structure, rural tourism environment, infrastructure construction, and rural tourism service level. The quality of rural tourism products has the greatest impact on tourist satisfaction, which shows that tourists attach great importance to the quality of tourism products. Promoting the optimization and upgrading of tourism product quality is an urgent need for the development of rural tourism. With the development of rural tourism, tourists have gradually receded from the novelty of traditional single-dimensional sightseeing tourism, replaced by the pursuit of richer multi-sensory and multi-dimensional tourism projects. In order to meet this demand of tourists, the adjustment of tourism product structure is imminent. Tourists also have higher requirements for the tourism environment. Therefore, excluding the problems existing in the product itself, the environmental quality has become an important factor for tourists to consider the pros and cons of tourist attractions. This is also one of the important issues that urgently need to be rectified on the tourism supply side. The influence of infrastructure construction and tourism service level on tourist satisfaction also exists. Therefore, it is particularly important to improve the construction of transportation, communication, sanitation and accommodation, improve service quality, and pay attention to service details to promote the development of rural tourism.

#### B. Recommendations

##### 1. Tourism product optimization and product structure adjustment

At present, tourists have higher quality requirements for rural tourism, and the traditional "farm stay" can no longer meet the psychological expectations of tourists. Therefore, tourism products should be optimized and adjusted in the following aspects. First, unique products should be formed in combination with regional culture. Deeply excavate the cultural value of rural life, combine culture and agriculture, and provide tourism products that can meet the spiritual needs of tourists. Second, it is not limited to traditional sightseeing tours, which can only provide tourists with a single-dimensional visual experience, but provide tourists with a multi-sensory tourism experience. Make the product structure

richer, achieve a hierarchical and diversified tourism product structure, and focus on the innovation of tourism products. Third, tourism products must have personalized choices. Tour operators should launch more tourism products that can meet "personal customization" and launch new tourism products on a regular basis.

### 2. Maintain the tourism environment

The development of rural tourism must give priority to ecological protection and conform to the national policy of building an "environmentally friendly" society. The development of rural tourism resources shall not damage the original local ecological landscape, nor affect normal agricultural production. Farmland and other vegetation shall not be damaged when providing tourism services such as sightseeing and picking. Provide environmental protection reminders for tourists who come to travel, reminding not to litter, spit, etc. Tourist destinations should set up classified garbage bins and do a good job of garbage classification. The kitchen waste generated by catering and the domestic waste generated by local residents and staff should be properly disposed of. Of course, it is not enough to rely only on rural tourism enterprises and tourists to maintain the environment, and the management department should also do a good job in guiding and supervising. Solve environmental problems and formulate tourism environmental standards, committed to providing a superior environment for rural tourism.

### 3. Improve infrastructure construction

Infrastructure construction must be continuously improved to ensure that transportation, communication, sanitation, accommodation and other aspects can meet the needs of tourists. In terms of transportation, we should first improve the construction of rural roads to ensure smooth travel and a good traffic environment. In addition, considering that many tourists choose to travel by car, it is not only necessary to build a parking lot, but also to formulate reasonable standards for parking charging services. Diversified travel modes should also be considered. Bus stops and bus stops should be set up in rural tourist attractions. In terms of communication, it is necessary to achieve full network coverage of rural tourist attractions, and solve problems such as poor communication signals and poor network connections. Achieve "5G" network coverage in the scenic area as soon as possible. In terms of accommodation conditions, different levels of accommodation options should be provided to meet the differentiated needs of tourists for accommodation. Accommodation conditions can be "localized", providing tourists with a localized characteristic accommodation experience in combination with the local climate, cultural customs, etc. At the same time, medical and health construction should also be paid attention to. The safety of tourists must be guaranteed during the travel process.

### 4. Improve the management system and improve service quality

The rural tourism industry should focus on cultivating more management talents and improve the talent management system. The service attitude of practitioners is very important for rural tourism. High service quality can not only improve tourists' experience, but also affect their overall impression of rural tourism. At present, the rural tourism industry lacks high-level service personnel, mainly because the working environment is difficult to meet the basic work needs of talents. Therefore, a sound management system should be formulated to provide scientific and reasonable training programs. Establish a work performance reward and punishment system. Awards will be given to practitioners who are proficient in tourism professional knowledge and service etiquette. For tourists' complaints, employees whose services do not meet the standards will be punished accordingly, so as to ensure a high level of service quality in rural tourism.

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