

Research on the Interactive Mechanism between Rural Tourism and Common Prosperity: Progress and Prospects

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Abstract: This paper systematically sorts out the theoretical relationship, research context and practical path between rural tourism and common prosperity. The study shows that: (1) the definition of rural tourism has shifted from "location characteristics" to "social and cultural connotations", and its development has gone through three stages: economic drive, sustainability, and high quality; (2) The research on the concept of common prosperity has significantly evolved and broadened its scope, transitioning from a singular focus on the economic dimension to a more comprehensive and multifaceted three-dimensional framework. This expanded framework encompasses not only the economic aspects but also integrates the critical dimensions of development, sharing, and sustainability.; (3) the research on the symbiotic relationship between the two has begun to emerge, but there are three gaps: weak theory, single method, and limited scale. In the future, it is necessary to deepen the application of theory, build a multi-scale dynamic evaluation system, and explore collaborative paths under digital transformation.

1. Introduction

Under the background of the dual national strategies of rural revitalization and common prosperity, rural tourism has become a key carrier for linking the two. According to the "White Paper on the Development of Rural Tourism in China in 2024", the output value of rural tourism in 2023 will exceed 900 billion yuan, demonstrating its potential to drive the economy. This paper integrates the multidisciplinary perspectives of economics, geography, and sociology to clarify the research context of rural tourism and common prosperity, point out the current shortcomings and propose future directions, and provide theoretical references for policy making.

2. Review of Research Related to Rural Tourism

2.1 Concept Evolution

Scholars at home and abroad have given various definitions of rural tourism, including rural tourism, agricultural tourism, rural scenery tourism, experience tourism, leisure agricultural tourism, etc., but there is no complete consensus on its concept. The Organization for Economic Cooperation

and Development (OECD) defines rural tourism as tourism activities that occur in rural areas [1]. The World Tourism Organization (WTO) believes that rural tourism refers to activities in which tourists stay, learn, and experience rural lifestyles in and around rural areas (usually traditional villages in remote areas) [2]. Lane believes that the multifaceted characteristics make the definition of rural tourism problematic, and points out four criteria for rural tourism: tourism in rural areas; tourism based on the particularity of the rural world (open space, rural heritage, etc.); rural scale (usually means small scale) and complex models representing the rural world (environment, economy, history and location) [3]. Ma Bo pointed out that rural tourism is a type of tourism that takes rural communities as activity venues and takes the unique production forms, lifestyles and rural scenery of rural areas as the object system [4]. Melo et al. believe that rural tourism is a type of tourism located in rural areas, based on the typical characteristics of the rural world, such as small buildings and settlements, open spaces, proximity to nature, emphasis on various cultural heritages and traditional customs, local control, and attention to the long-term interests of local communities [5]. However, Komppula's research emphasizes that rural tourism is not necessarily located in rural areas, but can also be carried out in areas with rural functions in urban areas [6]. Therefore, location is not the most critical factor in defining rural tourism. Rural tourism should emphasize the characteristics of rural social and cultural environment. Zhu Xiaorong et al. believe that rural tourism refers to a tourism method that takes rural natural and cultural landscapes and local culture as the main resources, and focuses on leisure, vacation, sightseeing and experience [7]. Feng Linhui pointed out that the countryside is not limited to the countryside, it covers rural landscape areas, new rural construction areas, and ancient villages at the junction of urban and rural areas [8].

2.2 Stages of Rural Tourism Development

There are different opinions in the academic community about the origin of foreign rural tourism. Some scholars believe that rural tourism originated in France, while others believe that it originated in Britain in the mid-to-late 19th century. There is also a view that rural tourism was born in Italy [9]. But it is a consensus that rural tourism originated in Europe in the 19th century. In the early 1960s, Spain took the lead in transforming the deserted aristocratic castles in the villages of Catalonia into simple farmhouses, and included larger farms and farms in the scope of tourist visits and reception, receiving tourists who were willing to visit the countryside. From then on, popular modern rural tourism in the true sense developed. After the 1970s, rural tourism entered a period of rapid growth in countries such as the United States and Canada.

Rural tourism abroad can be divided into four stages. Before the mid-19th century, it was the development stage of traditional rural tourism. The core consumer subjects were some aristocrats and rich people, and the main forms were holiday vacations, recuperation and visiting relatives [10]. In the mid-20th century, people began to focus on the development and optimization of rural tourism models, and paid more attention to studying the important role of rural tourism in rural development mechanisms and economic structure adjustments [11]. In the late 20th century, the sustainable development of rural tourism attracted the attention of the academic community. Brohman pointed out that maintaining rurality is the key to the sustainable development of rural tourism [12]. Since the 21st century, rural tourism has entered a new stage of diversified, sustainable and technological development. For example, Italy takes rural life experience and historical and cultural heritage protection as its core attraction, and promotes the combination of rural tourism with art and handicrafts.

In China, one theory about the origin of rural tourism is that it sprouted in the 1950s to meet the needs of foreign affairs reception. However, scholars are more in favor of the theory that rural

tourism originated in the 1980s. In order to attract investment, Shenzhen opened the "Lychee Festival" and then opened a picking garden, which achieved good results. So various places followed suit and opened sightseeing agricultural projects with their own characteristics. In 1998, the National Tourism Administration (now the Ministry of Culture and Tourism) launched the theme of "China's Urban and Rural Tours", and since then domestic rural tourism has developed rapidly. The forms of tourism are mainly concentrated in specific scenic spots and a small number of farmhouse projects. At the end of the 20th century, tourism gradually integrated into people's lives, and rural tourism began to enter everyone's vision. Scholars have conducted extensive explorations on the development strategies and planning of rural tourism [13-15]. At the beginning of the 21st century, rural tourism was mostly concentrated around large cities (such as Huairou District in Beijing). The introduction of the "Socialist New Rural Construction" policy in 2006 encouraged farmers to develop tourism, from simple farmhouses to diversified formats, and the emergence of homestay economy, rural ecological parks, rural cultural tourism festivals, etc., promoted the development of rural tourism [16-17]. After 2010, domestic rural tourism entered a stage of high-quality development, and began to focus on the sustainable development of rural tourism, ecological protection and cultural heritage. Rural tourism projects began to focus on quality and service to meet the growing demand for tourism. At the same time, with the development of Internet technology, the publicity and marketing methods of rural tourism have also undergone tremendous changes, and new service models such as online booking and virtual tourism experience have begun to emerge. Since 2020, rural tourism has faced new challenges and opportunities. On the one hand, the impact of the epidemic has made people have higher requirements for healthy and safe travel methods; on the other hand, digital transformation has provided new development opportunities for rural tourism, such as analyzing tourist needs through big data to achieve precise marketing and service optimization.

2.2.1Key Research Areas

The core collection of Web of Science (WOS) was selected from foreign databases, and the keyword "rural tourism" was used for retrieval and analysis. The keyword map shows the main research areas of rural tourism research (Figure 1). The research topics of rural tourism are relatively richer, with rural tourism and management as the main keyword nodes, focusing on issues including rural development, impacts of rural tourism, sustainable development, framework, migration, behavior, place attachment, gender, etc. [18-25].

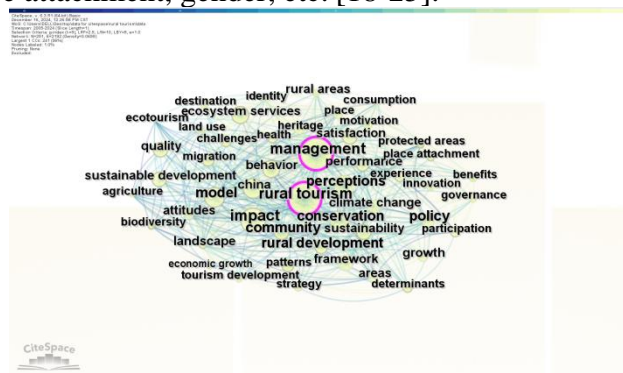


Figure 1 Keyword map of rural tourism research

2.3 Evaluation of Rural Tourism Development Level

In recent years, rural tourism has become an important tool for rural revitalization, and

evaluation research on rural tourism has gradually become a hot topic in academia and practice. The research contents of domestic and foreign scholars on rural tourism evaluation are becoming more and more diverse, involving rural tourism resource evaluation, rural tourism competitiveness evaluation, rural tourism sustainable development evaluation, etc [26-30]. In the research on rural tourism development level evaluation, many scholars have made outstanding contributions. This study summarizes the current research progress from three aspects: indicator system construction, research methods and regions.

2.3.1 Indicator system Construction

Rural tourism evaluation covers a wide range and has diverse research directions. Existing studies at home and abroad mainly measure rural tourism from the aspects of resource evaluation, competitiveness and high-quality development level. In general, there are many current research results, but the current evaluation system mainly focuses on the evaluation of one aspect of rural tourism, lacks overall evaluation and monitoring, and lacks comprehensiveness and integrity. Through induction, the literature related to the evaluation system in the field of rural tourism at home and abroad is divided into the following directions, see Table 1 for details.

Table 1 Research content of domestic rural tourism evaluation system

Research direction	Author	Research content
Rural tourism resource evaluation	Tan Genmei et al[31] .	From the three aspects of tourism resource value, resource regional conditions, and resource regional characteristics, 9 indicators are selected as the comprehensive evaluation layer, and 13 indicators are selected as the factor evaluation layer to construct the indicator system.
	Tang Li et al[32] .	12 indicators were selected from the three aspects of rural tourism resource value, environmental atmosphere, and development conditions as the comprehensive evaluation layer, and 12 indicators were selected as the factor evaluation layer to construct the indicator system.
	Li Weiwen et al[33].	18 indicators were selected from the five aspects of industry, natural resources, cultural resources, tourism, and living environment to comprehensively construct the rural tourism evaluation indicator system.
Rural tourism competitiveness evaluation	Wang Xinyue et al[29].	Based on the connotation of rural tourism, a rural tourism competitiveness evaluation system was constructed, including 12 indicators in five dimensions of rural tourism resource endowment, natural environment, economic foundation, social conditions, and source market.
	Yuan Lu et al[34].	Taking 31 cities in the middle reaches of the Yangtze River urban agglomeration as the starting point, based on the connotation and development status of rural tourism, a rural tourism competitiveness evaluation system was constructed with three primary indicators of resource endowment, social economy, source market, and location.
Evaluation of	Davardous et al[35].	Constructed a sustainable development evaluation system for rural tourism in Turkey consisting of 33 indicators in

sustainable development of rural tourism		four dimensions: service quality, facilities, management system and results.
	Sun Jiuxia et al[36].	Four primary indicators covering destination, source market, tourism channel and tourism support system and 31 secondary indicators with strong operability and focusing on rural scale were constructed to measure the sustainable development level of rural tourism.

2.3.2 Research Methods and Research Areas

From the research method point of view, the Delphi method (expert consultation method) is more often used to calculate the weight of rural tourism evaluation indicators. There are also studies using principal component analysis, entropy weight method and qualitative and quantitative combined hierarchical analysis method (AHP). The evaluation method has gradually changed from a single qualitative evaluation to a combination of qualitative and quantitative evaluation methods, and new content has been continuously supplemented and improved. At the same time, it has also gradually transitioned from a static evaluation model to a dynamic panel data.

In terms of research area. From the perspective of the number of evaluation objects involved, it can generally be divided into single object and multiple objects. Single-object analysis is to analyze and evaluate the development level of a selected case site. Single-object analysis is more common at the provincial and municipal levels. For example, Yao Min et al. used Guizhou Province as a single object to evaluate its rural tourism development level, and Liu Hongyu et al [37]. evaluated the sustainable development of rural tourism in Longnan City, Gansu Province; at the district and county level, Hu Weixia et al. evaluated Yunqiu Mountain Village in Shanxi Province as a single object and studied the level of rural revitalization led by tourism [38-39]. From the perspective of the geographical space scope of the research object, the case sites are large and small, ranging from the provincial and municipal levels to the county and village levels. The research area covers the entire country, with research in both the north and the south; based on the regional scope scale, the choice of the number of research objects is also different. The provincial and municipal levels are mostly single-object studies, while the county and village levels will choose the number of research objects according to the research purpose.

3. Research on Common Prosperity

3.1 Definition

3.1.1 Theoretical Origins

The idea of common prosperity has a long history in Chinese history and culture. As early as the pre-Qin period, Emperor Huangdi promoted the land system and the study of the names of things, and advocated the sharing of goods [40]. During the Spring and Autumn Period and the Warring States Period, Yan Ying of Qi proposed "right to have or not, equalize the rich and the poor"; "The Analects of Confucius Ji Shi" records that Confucius proposed the idea of "not worrying about scarcity but worrying about inequality". During the Taiping Rebellion, Hong Xiuquan proposed "sharing the land, sharing the food, sharing the money, equal distribution everywhere, and everyone being well fed and warm". Kang Youwei, a famous modern thinker and politician, envisioned an ideal society of great harmony in "The Book of Great Harmony" and proposed corresponding institutional designs from the three dimensions of economy, politics and society. Sun Yat-sen's "People's Livelihood" advocated the realization of wealth sharing through equalization of land

rights, control of capital, and avoidance of polarization. It can be seen that the idea of common prosperity is rooted in the cultural blood of the Chinese nation and is a beautiful vision that the Chinese nation has been pursuing tirelessly.

In Western history, many famous thinkers have also left behind rich works on the idea of common prosperity. The ancient Greek philosopher Plato described an "ideal country" and advocated "governing the country with virtue". He designed an ideal country that embodies justice and unity of truth and goodness. Thomas More invented a strange kingdom in Utopia, where the state implements public ownership of property, believes that private ownership is the root of all evil, distributes resources according to needs, and everyone is equal in society. In *The City of the Sun*, Thomas Campanella envisioned a beautiful society where all property is publicly owned, there is no private property, everyone works voluntarily, there is no cruel exploitation, and the government is responsible for the unified allocation of social supply and demand. Utopian socialists believe that equality is the greatest social welfare, and a beautiful society of common prosperity should be one where everyone has equal opportunities and rights, equal wealth distribution, and equal legal morality.

The idea of common prosperity not only has a deep foundation in Chinese history and culture, but also has rich manifestations in Western philosophy and political theory. It not only demonstrates the common ideal of mankind for justice, equality and a happy life, but also provides profound cultural nourishment and ideological resources for contemporary China to promote the common prosperity strategy. Both ancient Confucianism and modern social reform concepts have provided theoretical foundations and historical experience for achieving common prosperity. In the context of globalization and modernization, re-examining these historical ideas not only helps us understand the theoretical origins of common prosperity, but also provides us with wisdom and inspiration to achieve this goal in the new era.

3.1.2 Connotation

Common prosperity is a major theoretical and practical issue in the field of political economics. In order to understand the concept of "common prosperity", we can start with the two words "common" and "rich". According to the explanation of the seventh edition of the "Modern Chinese Dictionary", "common" means belonging to everyone and owned by each other, reflecting the way social members possess wealth and belonging to the category of production relations. "Rich" means (property) abundance and abundance, reflecting the level of development of social productivity and belonging to the category of productivity. Rural common prosperity is an important part of common prosperity, and it is also the key and difficulty of achieving common prosperity. Zhao Pei and others interpreted the common prosperity of farmers and rural areas as "promoting rural prosperity and gradually achieving the material and spiritual prosperity of farmers by stimulating the initiative and creativity of farmers" around the four aspects of "comprehensive, comprehensive, co-construction and gradual progress" [41]. Gao Ming and others defined the common prosperity of farmers and rural areas as "narrowing the gap in economic and social development between urban and rural areas and between rural areas, and achieving the comprehensive freedom of farmers' development and the harmony and fairness of rural environment"[42].

3.2 Research on the Measurement of Common Prosperity

In terms of the indicators for measuring common prosperity, existing studies have considered common prosperity to be a combination of "common" and "prosperous", and have broken it down into two dimensions: the prosperity of people's lives and the sharing of development results [43]. Liu Peilin and others believe that the measurement of common prosperity should include indicators

that reflect the number of various infrastructures, hospital beds, school degrees, forest stock, and population and regional gaps [44]. Chen Lijun and others defined common prosperity from the perspectives of development, sharing, and sustainability, and added indicators such as high-quality development, governance, and ecology to the "quality" and "quantity" to reflect the coordination of development [45].

4. Conclusion and Discussion

Rural tourism, as a new model of rural economic development, has played an important role in achieving the goal of common prosperity in recent years. By combing through relevant literature, this paper reviews and analyses the measurement of rural tourism and common prosperity and the current status of research, and makes the following summary and comments:

(1) Research on rural tourism development level. Existing studies usually measure it with a multidimensional indicator system, covering economic, social and ecological benefits. However, there are still shortcomings in theoretical framework, indicator system and regional difference analysis. On one hand, the theoretical system is not fully systematized and measurement methods lack standardization, especially the weight balance of economy, society and environment, which is controversial. On the other hand, there is a significant imbalance in development levels among regions. Developed regions have advantages in resource integration and industrial upgrading, while underdeveloped regions have difficulty releasing development potential due to weak infrastructure and difficult market access. Most existing research focuses on provincial and municipal areas, and few use county - level administrative areas to explore the relationship between rural tourism development level and common prosperity.

(2) In the research of common prosperity. Existing research mainly focuses on the theoretical origin, conceptual definition and implementation path of common prosperity. Then, there are few discussions on the common prosperity of rural areas. Most of them focus on the promotion mechanism of rural tourism for common prosperity, and there is less research on the measurement of common prosperity of rural areas.

(3) Research on the relationship between rural tourism development and common prosperity. Existing studies have conducted theoretical discussions on the relationship between rural development and common prosperity. For example, relative poverty governance drives common prosperity[3], while rural decline and urban-rural development gaps will hinder common prosperity[4]. Theoretical research mainly focuses on the internal logic, driving mechanism, and key paths of rural tourism development to promote common prosperity. Most of them start from a single perspective, but few studies combine rural tourism with common prosperity for quantitative analysis [5].

(4) In terms of research methods and research areas. Most of the research on rural tourism development, rural common prosperity, and the combination of the two focuses on a single tourist destination, collecting relevant data through questionnaires or interviews, and there are relatively few quantitative studies on a certain area.

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