

Research on Models and Policy Optimization for Integrated Development of Agriculture, Culture, and Tourism in Metropolitan Suburbs: A Case of Study of Cihui Subdistrict, Wuhan City, China

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Abstract With the in-depth advancement of rural revitalization and urban-rural integration strategies, the integration of agriculture, culture, and tourism has become an important path for promoting high-quality development in metropolitan suburbs. Taking Cihui Subdistrict in Wuhan as an example, this research systematically sorts out its resource endowments, development models, and implementation effectiveness of the agriculture-culture-tourism integration through field research and case analysis. It further delves into the existing problems, such as insufficient planning and coordination, weak factor support, and insufficient industrial integration, along with their underlying causes. On such basis, targeted countermeasures are proposed from the aspects of scientific planning, industrial collaboration, talent introduction and cultivation, brand building, and policy optimization. The study aims to build an integrated development system of agriculture, culture, and tourism tailored to the characteristics of metropolitan suburbs, providing theoretical references and policy inspiration for similar regions.

Keywords Integration of agriculture, culture, and tourism, Metropolitan suburbs, Cihui Subdistrict, Mode innovation, Policy optimization

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In the context of synergistic advancement of new urbanization and rural revitalization, metropolitan suburbs serve as critical spaces for the intersection of urban and rural elements, playing a key role in connecting cities and villages, supporting industrial transformation, and sustaining ecological functions^[1]. The integration of agriculture, culture, and tourism—by combining agricultural resources, cultural heritage, and tourism offerings—not only helps activate idle rural resources and extend industrial chains but also fosters urban-rural interaction and increases residents' income, emerging as an effective pathway for achieving sustainable development in suburban areas^[2-3]. In recent years, a series of central policy documents, such as *The Comprehensive Rural Revitalization Plan (2024–2027)*, have explicitly supported the deep integration of agriculture, culture, and tourism, providing solid institutional guarantees for its development.

Cihui Subdistrict in Wuhan City is located in the southwest of Dongxihu District, adjacent to the Han River. It boasts a combination of ecological resources, agricultural foundation, and cultural heritage, making it a typical “urban suburban” rural revitalization practice area. In recent years, centered on the core brand “Xiangban Cihui” (Rural Companionship in Cihui), the subdistrict has initially established

a multidimensional integration model encompassing “agriculture + leisure,” “ecology + tourism,” and “culture + experience.” A number of representative cultural and tourism projects have been developed, such as Shiliuhong Village, Tianduoduo Café, and intangible cultural heritage workshops. These initiatives have attracted a considerable number of tourists and entrepreneurial groups, significantly enhancing the region's popularity and residents' income levels. However, in the actual implementation process, the subdistrict still faces practical bottlenecks such as insufficient overall planning, inadequate supply of key factors, weak industrial linkages, and low policy execution efficiency, which constrain the depth and breadth of the integration of agriculture, culture, and tourism. Existing research has achieved certain results in performance measurement, model summarization, and policy recommendations regarding such integration, yet most studies focus on the macro-regional level, while in-depth explorations of micro-units such as streets and communities remain insufficient^[4-5]. Particularly in the concrete practice within metropolitan suburbs like those of Wuhan, further systematic investigation is still required as how to construct operable and sustainable integration mechanisms based on local resource characteristics, resident needs, and policy environments. Thus, taking

Cihui Subdistrict as the research object, this study employs integrated methods such as literature analysis, questionnaire surveys, and field interviews to clarify the development status, core issues, and optimization pathways of its agriculture-culture-tourism integration, with the goal of providing empirical support and decision-making references for rural revitalization and industrial integration in Wuhan and similar regions.

1 Current status of agriculture-culture-tourism integration in Cihui Subdistrict, Wuhan

Since the 21st century, with the continuous advancement of national rural revitalization and urban-rural integration strategies, the integration of agriculture, culture, and tourism has become a core pathway to activate rural development momentum. Cihui Subdistrict in Wuhan is situated in the southwest of Dongxihu District along the Han River, approximately 15 km from the core urban area of Wuhan. Leveraging its “urban suburban” locational advantage and well-preserved rural foundation, it has been designated as a pilot area for urban-rural integrated development in Wuhan. By capitalizing on its diverse ecological, agricultural, and cultural resources, Cihui Subdistrict has explored integrated models to facilitate its

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transformation from a traditional agricultural district into a leisure destination characterized by urban pastoral charm. The agriculture-culture-tourism industry has now become a key driver of regional economic growth and an important source of increased income for local villagers.

Cihui Subdistrict boasts a high-quality ecological foundation, with its proximity to the Han River providing natural shoreline resources. The area features a dense network of waterways and lush vegetation, while field-level roads lined with metasequoia trees form distinctive ecological corridors that connect picturesque rural landscapes with industrial zones. The agricultural land is well-organized and fertile, with 5.3 hm² of integrated greenhouse facilities currently in operation, establishing a production framework characterized by “fertile soil, interconnected roads, and linked irrigation channels.” Specialty agricultural products such as “Cihui Soybean” have become regional agricultural icons, providing tangible support for industrial integration. The area is rich in cultural heritage, with traditional folk practices such as waist drum performances, lion dances, and dragon boat competitions being actively preserved. Special events like the “Folk Culture Festival,” “Blueberry Picking Festival,” and “Cihui Voice Singing Competition” are regularly held, blending local charm with modern leisure elements. Within the subdistrict, Shiliuhong Village in Yadu Community stands out as one of Central China’s earliest “internet-famous villages.” In 2005, the village underwent renovation in the Huizhou architectural style, characterized by dark-gray tiles, white walls, and horse-head gables, making it a model for new rural construction in Hubei Province. It fully documents the transformation from an agricultural village to a cultural-tourism destination, serving as a vivid case study of rural revitalization. Furthermore, as a key node for urban-rural resource flow in Wuhan, Cihui Subdistrict effectively leverages capital, talent, and consumer markets from the main urban area while preserving its rural ecological and agricultural foundations. Its resource structure encompasses the three core elements typical of metropolitan suburbs—ecology, agriculture, and culture—endowing it with inherent advantages for deep integration of agriculture, culture, and tourism.

Currently, Cihu Subdistrict in Wuhan City still faces a series of bottlenecks that need to be addressed in promoting the integrated development of agriculture, culture, and tourism. At the level of top-level design, there is a lack of effective coordination and deep linkage among

industries, resulting in the underutilization of resource advantages. Specifically, the integration of agriculture, culture, and tourism remains insufficient, with inadequate exploration and transformation of local distinctive resources, leading to a noticeable trend of project homogenization. A more fundamental challenge lies in the weak foundation of grassroots governance and a shortage of professional operational talent, which severely constrains service improvement and innovative development. Meanwhile, the promotion and utilization of existing cultural resources remain relatively simplistic, with limited brand influence failing to generate strong market appeal. Behind all these challenges, there exists a certain degree of limitation in policy support regarding the safeguarding of key elements and cross-departmental coordination, underscoring an urgent need for systematic optimization and breakthroughs.

2 Model of integrated development of agriculture, culture, and tourism in Cihui Subdistrict, Wuhan

With a focus on the development strategy of integrating agriculture, culture, and tourism, Cihu Subdistrict leverages its three core resources—the ecological environment along the Han River, urban agriculture, and folk culture—to plan and develop three major industrial clusters: rural leisure, eco-tourism, and cultural experience. Guided by the development approach of “resource integration, business model innovation, brand empowerment, and orderly advancement,” a cluster-based development framework has been established, featuring multi-format coordination and full-scenario coverage. Currently, the integrated development of agriculture, culture, and tourism in the subdistrict primarily manifests in the following 3 models.

2.1 Agriculture + Leisure

The agricultural-leisure format has achieved a scaled layout. Centered around 14 natural village clusters, the subdistrict has established a development framework of “One Belt, Six Gardens, Two Corridors.” Guided by the concept of “harvestable fruits every month,” it has developed family-friendly vegetable gardens, fresh fruit picking gardens, and modern agricultural demonstration parks. A continuous tourism, picking, and sightseeing belt has been formed along the district-level roads.

Supporting leisure amenities continue to diversify, attracting skilled returnees to start businesses. These include dining establishments

such as “Laicai Courtyard,” “Fusheng Bieju,” and “Enshi Local Cuisine Restaurant,” as well as popular social media check-in spots like “Village Coffee” and “Tianduoduo Coffee Restaurant.” Furthermore, parent-child oriented agricultural leisure projects have been introduced, such as “Grandpa Niu’s Urban Eco-Farm,” “Deer Here · Joy Camp,” and “Hahale Happy Town.” This has resulted in a diversified agricultural-leisure system encompassing picking experiences, dining and accommodation, and parent-child interaction.

2.2 Ecology + Tourism

Relying on the Han River shoreline, a 700,000 m² core scenic area named “Xiangban Cihui” has been developed, encompassing 14 permanently preserved natural village clusters. This creates a landscape pattern characterized by “every household as a view, every route as a scene, and every zone with its distinctive feature.” The scenic area features over 40 local-characteristic landscape nodes, with 10,000 m² of village open spaces greened and beautified. The ecological resources along the Han River embankment have been systematically developed, connecting natural landscapes via riverside greenways. Complementing agricultural leisure projects, the area has become a key node in the beautiful rural demonstration belt of Dongxihu District.

Infrastructure upgrades have been advancing simultaneously. In 2024, façade renovations for 371 residential houses were completed, 13,000 m of sewage pipelines were laid, and dredging along with water ecological restoration was carried out for 8 ponds. The regional transportation network continues to be optimized, with roads connecting highways and village pathways, and tourism facilities gradually being improved. The 14 village clusters are linked to form a demonstration belt showcasing the characteristic villagescape along the north bank of the Han River. Through measures such as enhanced greening and centralized waste management, an ecologically livable rural residential environment has been established, providing a solid foundation for tourism.

2.3 Culture + Experience

With the folk activities as the central platform, efforts have been made to guide residents’ self-governing organizations to plan distinctive cultural programs, facilitating tourists’ deep engagement in rural life experiences. Diverse cultural formats have been introduced, including intangible cultural heritage (ICH) projects such as the “Suhengtai Oil-paper Umbrella” ICH workshop and the “Hanjifu ICH Reclamation Culture Museum”; immersive settings like the

“Qingchi” cultural space and the Artists’ Farm; as well as cultural, creative, and new-format activities such as fruit-and-vegetable floral handicrafts, traditional Chinese medicine wellness study tours, and natural healing programs. These initiatives collectively enrich the choices for cultural and tourism consumption.

3 Countermeasures for agriculture–culture–tourism integration in Cihui Subdistrict, Wuhan

To address existing challenges and achieve high-quality integrated development of agriculture, culture, and tourism, Cihui Subdistrict in Wuhan should leverage its agricultural foundation in the Jiangnan Plain, the ecological resources of the Han River, and its rich folk cultural heritage. Guided by the principles of “planning-led development, industrial integration, talent support, brand empowerment, and policy safeguarding,” a four-in-one integrated model encompassing “agriculture + ecology + culture + tourism” should be established.

3.1 Accelerating the formulation of a scientific and systematic industrial development plan

3.1.1 Road transportation. The investigation identified that the current transportation accessibility in Cihui Subdistrict is insufficient. No shared mobility tools have been introduced within the area, leaving public bus routes as the primary support. Tourists predominantly rely on private cars or taxis for travel, resulting in limited mobility efficiency. In the future, it is essential to anchor planning to the subdistrict’s dual-driven strategy of “agriculture + tourism.” Key priorities include optimizing the waterfront transportation corridor along the Han River embankment, and systematically improving the narrow and damaged sections of the main streets and their connecting roads to key village clusters such as Shiliuhong Village and Yadu Village. A comprehensive effort is required to eliminate all dead-end roads in the region. Furthermore, dedicated channels for agricultural product transportation should be strategically planned in parallel with tourist sightseeing pathways. This would effectively separate the flow of agricultural transport vehicles during peak farming seasons from tourist traffic, preventing congestion and interference. Such measures would simultaneously enhance both production logistics efficiency and the visitor experience.

3.1.2 Public service facilities. The “Xiangban Cihui” scenic area in Cihui Subdistrict has developed into a core zone integrating agriculture, culture, and tourism, covering 14 natural village

clusters and gathering a large number of homestays, cafes, farms and other businesses, with annual tourist visits exceeding 500,000. However, the existing public service facilities still fall short of meeting the dual needs of tourists and residents. It is necessary to centrally plan the layout of primary and secondary schools as well as kindergartens around key homestay clusters such as Caijiatai and Xiangjiatai, expand village-level health clinics, and strengthen medical and educational support for local students, teachers, homestay operators, and villagers. To meet the leisure needs of tourists in the scenic area, public squares for cultural and sports activities and rural libraries should be added near popular spots such as Chaiyao Bakery and Cunli Coffee, which can not only enrich the daily cultural entertainment of villagers but also provide resting and social-media-friendly spaces for tourists. At the same time, focusing on the shortage of public toilets in scenic areas and village bays, additional facilities should be deployed in high-traffic tourist areas such as the Metasequoia Forest Campground and the riverside landscape belt. This would address the basic needs during outdoor activities and comprehensively enhance the experience of the “slow-living” micro-vacation environment.

3.1.3 Municipal infrastructure. The current drainage system in Cihui Subdistrict is largely based on the original agricultural irrigation infrastructure, which no longer adequately meets the water quality and sanitation requirements following the transition to an agriculture–culture–tourism integrated model. Additionally, the layout of power and communication lines is disorderly, and supporting facilities at tourist nodes are insufficient. On one hand, it is essential to advance the comprehensive coverage of a unified water supply network, accelerate the upgrading of pipelines to establish separate rainwater and sewage systems, complete the remaining drainage improvements, and achieve centralized wastewater treatment across the area to ensure water quality for both scenic water bodies and agricultural irrigation. On the other hand, the routing of electricity, gas, and communication lines around industrial parks, village clusters, and scenic areas must be standardized to prevent unsightly and potentially hazardous cable clutter that detracts from the rural landscape and visitor safety. In line with the development of new formats such as “low-altitude economy + cultural tourism,” charging stations should be added at key tourist nodes like Shiliuhong Village and Gege Shijie to meet the energy replenishment needs of self-driving tourists. Furthermore, smart lighting facilities

should be installed along the riverside landscape belt and within homestay clusters. This will not only facilitate nighttime visits for tourists but also enhance the precision of spatial governance in the subdistrict, thereby laying a solid foundation for the sustainable development of the agriculture–culture–tourism industry.

3.2 Building a diversified agriculture–culture–tourism integration development system

3.2.1 Extending the modern agricultural industry chain as the foundation. The connotation of agritourism should be elevated through the in-depth development of immersive projects such as farming experience activities, seasonal fruit and vegetable picking, and countryside homestay stays. Supporting facilities, including agricultural product exhibition centers and DIY processing workshops, should be constructed to shift tourist engagement from merely “viewing rural scenery” to deeply “enjoying the pleasures of farming practices.” Precision introduction of enterprises specializing in the deep processing of agricultural products is essential. Efforts should focus on developing a series of processed goods from core produce such as characteristic fruits and vegetables and high-quality rice, thereby establishing a complete industry chain encompassing “cultivation–processing–sales–experience.” Regional resources should be integrated to create the “Cihui Premium” regional public brand, which should incorporate local cultural elements, such as the Han River port culture and Jing–Chu farming folklore. Through multi-channel promotion both online and offline, the goal is to achieve “mutual reinforcement between agriculture and tourism, and win-win outcomes in production and sales.”

3.2.2 Clarifying the core direction of cultural development. A cultural IP system, centered on elements such as “Cihui Folklore” and “Han River Farming” should be developed to effectively narrate the subdistrict’s development story through diverse formats like short videos, picture books, and situational dramas. Traditional folk culture should be integrated with modern trends by organizing events such as Folk Culture Festivals and Farming Carnivals, while also introducing youth-oriented activities like Hanfu parades and rural music festivals to attract younger visitor demographics. Furthermore, local residents should be encouraged to actively participate in cultural heritage preservation and tourism services. This includes fostering a team of native cultural interpreters and intangible cultural heritage inheritors, ensuring that “culture remains alive among the people and tourism is

rooted in everyday life.”

3.2.3 Broadening the development path of the tourism industry. By integrating agricultural cycles and cultural characteristics, a diversified tourism product matrix, such as eco-study tours and parent-child farming experiences, should be developed to meet the varied demands of tourists. The integration and innovation of “agriculture + culture + commerce” format should be deepened, with distinctive dining and cultural-creative retail stores strategically positioned at key nodes. Regular market events should be organized and livestreamed sales introduced to enrich the full-chain consumption experience encompassing “dining, accommodation, transportation, sightseeing, shopping, and entertainment.” Active collaboration with Wuhan’s main urban area and neighboring subdistricts should be strengthened to integrate deeply into Wuhan’s metropolitan tourism network. Core resources should be linked to launch specialized routes such as the “Han River Cultural and Ecological Tourism Line,” enabling tourist flow sharing and complementary advantages with surrounding scenic spots. These efforts will further expand the reach of the “Xiangban Cihui” brand and invigorate new momentum for the integrated development of agriculture, culture, and tourism.

3.3 Strengthening talent development and team building for agriculture-culture-tourism integration

Drawing on the model of Caijia Community’s Party-building brand “One Five One Ten, Building Our Home Together” and the “1+4+5” working methodology, thematic training should be conducted through venues such as the Rural Rule of Law Lecture Hall in Yadu Community (an offline co-education site of Wuhan Community Cadre College). Cadres at both the subdistrict and village levels should be organized to visit and learn from advanced demonstration zones of integrated agriculture-culture-tourism development, with a focus on enhancing their professional capabilities in areas such as planning for homestay clusters, advancing projects along the Han River shoreline, and mediating conflicts between tourists and villagers. This will empower cadres to become effective “coordinator” and “facilitator” of agriculture-culture-tourism integration. Furthermore, leveraging the existing “Ten-Household Governance” framework, grid-based management should be refined by involving Party members, volunteers, and local community leaders in grassroots governance; specialized grids for tourism services, environmental maintenance,

and cultural heritage preservation can be established, forming a collaborative working pattern characterized by “top-down coordination and whole-community participation.” Channels for selecting and nurturing village-level reserve cadres should be expanded to include local talents and returning youth committed to rural development. These individuals should be assigned to participate in the operation and management of agriculture-culture-tourism projects, thereby enhancing their capabilities through practical experience.

Focusing on the brand upgrade requirements of “Xiangban Cihui,” priority is given to introducing professional teams and talents in fields such as agricultural, cultural, and tourism project planning, cultural and creative design, brand marketing, and tourism operation. Emphasis is placed on attracting outstanding local talents who have moved away to return and start businesses, leveraging their familiarity with local conditions and inherent resources. By leveraging policies such as “College Graduate Village Officials Program,” “Three Supports and One Assistance Program,” and the “Rural Revitalization Talent Plan,” efforts are made to attract university graduates, agricultural technology experts, and key professionals from the cultural and tourism sector to work at the grassroots level, providing technical guidance and operational support. Additionally, collaborations are established with the cultural and tourism schools of local Wuhan universities, research institutions, and renowned cultural and tourism enterprises. Experts and scholars are invited to serve as development consultants, offering strategic guidance for key initiatives such as the planning of the Hanjiang Ecological Leisure Belt, the development of the “Cihui Premium” public brand, and innovation in agricultural, cultural, and tourism formats, thereby addressing challenges in high-level planning and operation.

Skill training in tourism services, e-commerce operations, homestay management, and handicraft production will be provided to local villagers and returning youth to enhance their employability and entrepreneurial capabilities, thereby supplying localized talent support for the agricultural, cultural, and tourism industries. Building upon the “Eastern and Western Lake Districts’ Series of Investment Policies for Promoting Homestay Development,” preferential measures such as entrepreneurship subsidies, low-interest loans, and housing security will be offered to returning talents and introduced professionals. Outstanding individuals will be incorporated into the village’s two committees

(the Party branch and village committee) or included in entrepreneurship support programs to address their concerns. Furthermore, platforms for practical engagement will be established by setting up business incubation bases, cultural and creative studios, and rural maker spaces. These initiatives will provide talents with venues, resource linkages, and other support, encouraging innovative practices centered on the Han River culture and agrarian folk traditions. This approach enables talents to realize their personal value while contributing to the sustained upgrading of the “Xiangban Cihui” agricultural, cultural, and tourism industry.

3.4 Strengthening brand promotion and market expansion

3.4.1 Integrated online and offline promotion. Leveraging platforms such as Douyin and Video Channels, an official “Cihui Agriculture-Culture-Tourism” account should be established. Collaboration with entities like “Grandpa Niu’s Farm” and “Wisteria Art Village” can be undertaken to conduct field livestreaming for traceability purposes, promoting featured agricultural products including organic vegetables, premium fruits, and rural pre-made dishes, as well as tourism products such as study tour packages and homestay experience vouchers. Partnerships should be formed with major supermarkets in Wuhan’s urban area, such as Wushang and Zhongbai, as well as with wholesale markets like Baishazhou Agricultural Market, to set up dedicated “Cihui Premium” agricultural product counters. Simultaneously, entry into community group-buying platforms such as Meituan Select and Duoduomaicai (Pinduoduo’s community grocery shopping platform) should be pursued, thereby establishing offline sales channels that enable “farm-to-table” distribution and meet the daily consumption needs of urban households.

3.4.2 Deep penetration of scenario-based consumption. At key locations such as the Shiliuhong Village Homestay Cluster, the Caijia Community Folk-Culture Street, and the Hanjiang Greenway Viewing Platforms, direct agricultural product sales points and cultural-creative exhibition zones are established. These are integrated with DIY workshops (e.g., for making fruit and vegetable sauces) and farming experience programs. Scenario-based packages featuring “the instant farm-to-table experience” models are introduced. This approach allows tourists to directly purchase fresh agricultural products or cultural-creative derivatives while engaging in farming activities and immersing themselves in rural ambiance, thereby significantly enhancing

product conversion rates.

3.4.3 Integrating resources-based omnichannel communication. Promotional materials such as brochures and videos that integrate ecological aesthetics and cultural depth should be produced, highlighting core attractions including the Han River waterfront landscape, Chu Opera intangible cultural heritage, farming experiences, and popular homestays. These contents should be disseminated precisely to target demographics such as youth and family groups in Wuhan’s main urban area via new media platforms like Douyin, Xiaohongshu, and WeChat official accounts. Simultaneously, local mainstream media outlets such as Wuhan Television and the Yangtze River Daily should be leveraged to enhance brand credibility. Additionally, outdoor advertising should be placed in strategic locations such as metro stations (connected to transportation hubs in the subdistrict) and along the Wuhan Ring Expressway to increase brand visibility.

3.4.4 Sparking viral sharing with influencer power. Local travel bloggers, food influencers, and cultural content creators in Wuhan should be invited to explore popular spots such as the metasequoia forest at “Gege Shijie · Secret Land,” the riverside area of Xiangjiatai, and Nangong Market. They can share immersive experiential content, with a focus on promoting themed itineraries like “Han River Hiking + Camping” and “Farming and Picking + Homestay.” Hashtag campaigns such as #Xiangban Cihui Slow Life and #Farming Fun By The Han River can be initiated to encourage villagers and tourists to share their travel experiences and food check-in videos. This will form a multidimensional communication matrix

combining official promotion and user-generated content.

3.4.5 Developing a distinctive promotional IP system. By means of organizing annual cultural and tourism festival events centered on core thematic pillars such as “Han River Ecology,” “Folk Culture,” and “Agricultural Experientialism,” a distinctive promotional IP shall be established to enhance brand salience.

3.5 Strengthening policy support and investment promotion

To accelerate the development of agriculture-culture-tourism integration, a multi-dimensional policy support system must be established. Firstly, by implementing preferential policies such as investment subsidies, tax incentives, and land use guarantees, high-quality enterprises can be attracted to participate in scenic area development and business operation. Simultaneously, priority support should be directed towards key areas including industrial development, talent introduction and cultivation, and brand building. This involves prioritizing land use quotas and streamlined approvals for projects, as well as revitalizing existing resources such as idle rural homesteads in hollowed-out villages and abandoned factory buildings for developing tourism facilities. In terms of financial support, a dedicated fund should be established to support infrastructure and core projects. Funds related to rural revitalization, agriculture, culture, and tourism should be integrated to create demonstration projects. A subsidy mechanism should be refined to reward leading enterprises and local brands. Investment promotion methods require innovation. This can be achieved by combining study tours

outside the region with promotional exhibitions, optimizing the business environment to simplify approval procedures, and establishing inter-departmental coordination to provide one-stop services. A follow-up service system should be implemented for landed projects to assist in resolving construction and operational challenges, ensuring their efficient progress. Through the triple guarantee of policy, funding, and services, a virtuous ecosystem for the integrated development of agriculture, culture, and tourism can be formed.

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