

Research on High-quality Development of Rural Tourism and Homestays in the Mufu Mountain Area

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Abstract

As a key vehicle linking national strategies, the homestay industry acts as a core driver for upgrading rural tourism and advancing rural revitalization. This study takes rural tourism and homestays in 28 villages within the Mufu Mountain Area as research samples, employing methods such as field surveys, case analyses, and comparative studies. It identifies three development features: first, a basic framework for quality-efficiency synergy has taken shape under policy impetus; second, in-depth integration of resources, business formats, and value has been realized by leveraging resource advantages; third, operational efficiency has been steadily enhanced through digital empowerment. The research also reveals four core challenges in the region: inadequate infrastructure that hinders experience upgrading, ecological carrying capacity on the verge of its threshold, insufficient management capabilities that restrict quality improvement, and a shortage of cultural and tourism professionals that impedes innovative breakthroughs. In response, this paper proposes a high-quality development pathway system featuring "factor synergy (via pooling and sharing), industrial synergy (via culture-tourism integration), value synergy (via co-creation and sharing), and regional synergy (via interconnection and interaction)".

Keywords

Mufu Mountain Area; Rural Tourism; Rural Homestays; High-quality Development; Rural Revitalization.

1. Introduction

The COVID-19 pandemic has awakened people's consciousness of reverence for life and changed the way of tourism, and people have become more favorable to low-density tours, rural tourism and eco-tourism. Staying in rural homestays to experience unique cultural charm has become the top choice for urban residents seeking relief from work pressure and embracing a tranquil rural lifestyle. The 2023 No.1 Central Document clearly proposed to create quality lodging empowering rural revitalization, which puts forward higher requirements for the quality of the lodging, and the combination of the digital economy and lodging, which has become the current focus of urgent attention and solution. Rural homestay industry is an important driver of China's rural tourism upgrading and rural revitalization construction, especially attracting fresh capital investment, driving people to return to their hometowns for employment and entrepreneurship, helping rural culture construction, improving villagers' quality of life, improving the rural environment and other aspects play an important role in injecting vibrant vitality and vitality into the countryside.

Located at the junction of Hubei, Hunan and Jiangxi provinces, Mufu Mountain Area is rich in tourism resources and deep historical and cultural deposits, laying a unique foundation for the development of rural tourism. The key project of transportation poverty alleviation in the

region, Mufu Mountain Ecotourism Highway connects Yangxin, Tongshan, Chongyang and Tongcheng counties, forming a transportation network with “Fushui of Tongshan County to Tianyueguan of Tongcheng County” as the main line and “JiuGong Mountain” as the branch line, which opens up a key vein for the development of culture and tourism. The development of the key veins. This land is also enriched by the inspiring red culture. During the revolutionary war era, the old generation of proletarian revolutionaries led the armed struggle here, leaving behind numerous red power sites, former residences of revolutionary celebrities and martyrs, and countless sing-songy red stories. Today, under the leadership of the Party and the state, local residents have shed poverty and are exploring new paths to prosperity by leveraging rural tourism and developing homestay industry.

"Our team upholds the philosophy of 'taking root in lucid waters and lush mountains while perpetuating the revolutionary spirit.' We conducted field research across 28 villages in Tongshan, Chongyang, and Tongcheng counties within the Mufu Mountain area. Focusing on the characteristics of rural tourism and homestay development, we analyzed existing challenges and drew insights from successful domestic and international practices. By leveraging the digital economy as an engine, we aim to drive high-quality development in rural tourism and homestays, transforming the homestay industry into a pivotal pillar empowering rural revitalization.

2. The Relationship between Rural Homestays and Rural Tourism

2.1. Rural Tourism is the Base for the Development of Rural Homestays.

As a pivotal engine for rural revitalization, rural tourism leverages villages' rich natural resources and distinctive cultural heritage to attract urban residents seeking authentic experiences. The robust growth of rural tourism provides a substantial customer base for the homestay industry, establishing a solid foundation for its sustained development. According to the Ministry of Culture and Tourism Data Center, the first quarter of 2025 saw 707 million rural tourism visits nationwide (an 8.9% year-on-year increase), generating 412 billion yuan in revenue (up 5.6% YoY) and employing 7.12 million people (a 2.2% YoY rise)[1].

2.2. Rural Homestays is a Critical Nodes in the Development of Rural Tourism.

Rural tourism, defined as a travel modality leveraging rural landscapes and agricultural activities to satisfy urban tourists' demands for recreation, knowledge acquisition, and reconnection with nature [2], has undergone fundamental shifts in the post-pandemic era. An increasing majority of travelers now opt for short-distance, nearby, and frequent rural trips as substitutes for long-haul journeys. By staying in rural homestays, tourists gain immersive experiences: savoring authentic farm cuisine, engaging in agricultural practices, and interacting closely with local communities-all enabling genuine appreciation of rural allure. For instance, Anhui Province exemplifies this synergy, where homestays have burgeoned into: an emerging hub for tourism consumption, a new engine for rural economies, and an innovative vehicle for cultural preservation. Preliminary statistics indicate the province now hosts over 8,000 homestays, effectively accommodating surging rural tourism demand."

2.3. Rural Homestays is the Catalyst of Rural Tourism Development.

As the primary vehicle of rural tourism, rural homestays play a pivotal role in refining the industrial ecosystem of rural tourism. Elevating rural homestays into the flagship brand of rural tourism is instrumental in fostering its higher-quality, sustainable, and healthier growth. For instance, Anhui Province innovatively organized a Rural Homestay Design Competition, yielding a portfolio of highly recognizable and exemplary homestay models that enhance service competencies and drive local rural tourism. In 2023, 100 key monitored homestays in Anhui received 678,000 visitor arrivals, generating 140 million yuan in revenue [3].

2.4. Developing Rural Tourism and Homestays to Promote Rural Supply-side Reform.

Homestays, as an important format in rural tourism development, are a key point for implementing rural revitalization and consolidating poverty alleviation achievements. They help interconnect urban and rural factors and resources, and serve as a focal point for advancing agricultural supply-side structural reform and a new platform for promoting deep cultural integration [4]. Narrowing the wealth gap and achieving a happy life for rural residents are the fundamental goals of rural revitalization. It is necessary to increase employment through industrial development, broaden channels for farmers' income growth, and drive villagers to prosper through labor [5]. High-quality rural homestays can enhance the quality and attractiveness of rural tourism; the vigorous development of rural tourism also provides broad development space for rural homestays. Moreover, it can drive the coordinated development of related industries such as agricultural product processing and transportation, forming a complete industrial system and injecting continuous momentum into rural revitalization. Taking Yuexi County in Sichuan Province as an example, the county has cultivated 48 resort hotels and boutique homestays through the development of the homestay industry, with over 150 people directly employed in the homestay economy, hosting more than 70,000 tourists annually. The comprehensive annual income of the homestay industry has significantly increased, strongly promoting local economic development [6].

3. Characteristics of Rural Tourism and rural homestays Development in Mufu Mountain Area

3.1. Policy-driven “Scale Expansion” to “Quality and Efficiency Synergy” Foundation Shaping

Policy guidance for rural homestays development to build a firm “quality and quantity double rise” foundation, which has become the core support for high-quality development. From 2021 to 2023, relying on the policy of “Ten Thousand Hundred” rural tourism, Xianning City has not only achieved hardware scale exceeding the planned targets (10,626 reconstructed rooms and 6,052 new farm dinners, with the completion rate exceeding 100%), but also formed a “synergy of quality and effect” through the employment drive (6,890 people). Employment-driven efforts (benefiting 6,890 people) have formed a “policy + industry + livelihood” linkage loop; and Tongshan, Chongyang, and Tongcheng counties have established approximately 300 rural tourism accommodation entities in the 13 boutique lodging (including the national B-level lodging “under the bamboo forest”), marking the area lodging from the first to the second level. The award marks the progress of rural homestays in the area from “quantity growth” to “quality improvement”, providing a solid foundation for the subsequent “boutique and branding” path.

3.2. The “Resource-Industry-Value” Integration Paradigm under the Dependence on Resources Has Become Apparent.

The spatial distribution of rural homestays has formed a strong correlation with the endowment of resources, presenting the principle of “clustering around core resource concentrations”. Firstly, with scenic spots as the spatial anchor point, 21 A-level scenic spots (including JiuGong Mountain National Scenic Spot, Eurycoma Honey Town, and the First Village of Chinese Ancient Yao, etc.) constitute the core lodging aggregation network, which not only realizes the natural infusion of guest sources, but also provides a layout basis for the “scenic spots + lodging” linkage products; Secondly, with natural scenery as the experience base: the “integration of architecture and mountains” design of the Bamboo Forest RURAL HOMESTAYS realizes the experience of “accommodation as scenery” and provides a sample for the path of “experience upgrading”; thirdly, it is to extend the value of cultural heritage sites. The third is

to extend the value with cultural heritage. The deep integration with culture is the inevitable trend of rural homestays development [7]. Cultural integration has become the key to the differentiated development of rural homestays, and cultural heritage sites are transformed into competitiveness through excursions, experiences and other forms. Zhonggang Village's Zhou Family Residence rural homestays, which integrates Three Kingdoms culture and red culture, aims to be tranquil, not only to form a differentiated competitiveness, but also reserved for the "cultural study, immersive experience" development space.

3.3. Initial Construction of "Marketing-Operation-Management" Performance Framework under Digitalization

Digitalization is reshaping the development mode of the lodging in the three dimensions of marketing, operation and management. In terms of marketing, Homestays such as "Under the Bamboo Forest" receive orders through platforms such as Meituan and Ctrip, and reach out to the customer base with short videos or graphic content from Jittery Voice and Xiaohongshu, and WeChat's public number has become the core tool for attracting traffic to the private area, which has helped Homestays such as Hot Springs Inn and Nourishing Valley to realize rapid growth. In terms of operation, big data has become the basis for decision-making. By analyzing data such as customer source, age, and consumption level, operators can precisely adjust their services, such as the Dream Inn, which optimizes its products for the summer student clientele by combining data to improve occupancy rates. In terms of management methods, digitalization reduces operating costs. Operators can optimize shift scheduling through data analysis, providing practical experience for the subsequent large-scale promotion of "digital management system".

4. The Problems of Rural Homestays Development in Mufu Mountain Area

4.1. Inadequate Infrastructure (A Critical Shortcoming) Constrains Experience Upgrading

Inadequate infrastructure supply directly limits the improvement of visitor experience and sustainable operation, which is a bottleneck that needs to be prioritized for high-quality development. First, transportation infrastructure. Although the townships have initially solved the difficulties in transportation, water supply and drainage, the "last kilometer" remains unaddressed, with "disconnected roads" between counties and townships; the second is the medical infrastructure. The medical service system is underdeveloped, not only can't cope with the risk of tourism emergencies, but also can't reduce the convenience and sense of security of rural tourism, which is out of line with the goal of high-quality experience; Third, the public life infrastructure. It is mainly reflected in the lack of public toilets and the lack of obvious signs, public toilets only exist in facilities such as village committees, but also do not place the toilet signs together with the attraction signs, and it is difficult to find the exact location on the navigation map.

4.2. Ecological Carrying Capacity at the Critical Point Threatens Sustainability

The imbalance between ecological protection and tourism development has become a core risk that restricts "long-term development". Once the rural tourism development exceeds the environmental carrying capacity, it will bring a series of negative impacts, and then interfere with sustainable development [8]. Jiugong Mountain 's daily environmental carrying capacity of approximately 15,000 people and the actual number of visitors received in summer, which exceeds 20,000, creates a conflict, directly triggered a threefold problem. First, exhaust emissions, living garbage damage the natural landscape, weakening the core attraction of "natural scenery-type lodging"; second, traffic congestion, excessive commercialization interferes with the life of villagers, which may lead to tourism and community conflicts; third,

short-term overload development may overdraw the value of resources, which is contrary to the concept of “ecological priority” and “high-quality development”. Third, short-term overloaded development may overdraw the value of resources, which is contrary to the concept of “ecological priority” and high-quality development.

4.3. Weak Operation and Management Capacity Constrains Quality Improvement

The mismatch between the operator's capacity and the demand for industrial development has led to “difficulty in transforming resource advantages into product advantages”. The American economist Schultz believes that the play of maximum productivity requires training, organization and coordination of producers [9]. Local villagers, as the main business subjects, present three major shortcomings due to the lack of market knowledge and management experience. First, the blind pursuit of “high-grade” products, with homestay styles disconnected from rural characteristics, wasting the “resource differentiation” advantage; second, the lack of cooperation between operators, easy to shirking responsibilities, it is difficult to form a “regional brand synergy”; finally, the villagers as the main operating body, due to the lack of market knowledge and management experience, showing three major shortcomings. Finally, the concept of emphasizing benefits over management, neglecting service quality and reputation building, restricting Homestays from upgrading from “basic accommodation” to “experience service”.

4.4. Shortage of Cultural and Tourism Talent Supply Hinders Innovation Breakthroughs

The mismatch between the talent structure and the demand for digitalization and cultural and tourism integration has become a major constraint to industrial upgrading, which needs to be solved through the talent cultivation path. Firstly, the operators are mainly middle-aged and old, and lack the ability to apply digital marketing (such as Douyin operation) and new management modes, so they are unable to undertake the deepening demand for digital empowerment; secondly, there is a disconnect between the training of talents in colleges and universities and the industry's demand (deviation of professional settings and insufficient practice resources), superimposed on the industry's prejudice and discrimination, leading to the lack of attraction and retention of composite talents who understand the concept of “tourism+culture+digital”. Secondly, the disconnection between the training of talents in universities and the needs of the industry (professional deviation, insufficient practical resources), coupled with the prejudice and discrimination in the industry, has led to the failure of attracting and retaining talents who understand “tourism+culture+digital”, which is unable to support the high-quality development goals of product innovation and branding of the integration of culture and tourism.

5. High-quality Development Path of Rural Tourism and Homestay in Mufu Mountain Area

The development path covers core dimensions such as industry, value, elements, region, etc., and shows a progressive relationship of “from basic to upgrading, from local to overall”, forming a closed-loop logic chain of “elements building foundation, industry empowerment, value sharing, regional linkage”. It forms a closed-loop logic chain of “foundation building of elements, industrial empowerment, value sharing and regional linkage”.

5.1. Gathering of Common Use: Building a Solid Base of Synergistic Elements

1) cultural elements: tapping into the characteristics, shaping the core identity

Rural tourism highlights the local culture, attracting more tourists into the countryside to experience [10]. Focusing on the red culture, folk culture, ecological culture in the Mufu Mountain Area, culture will be transformed into perceivable, experiential carriers; First, the transformation of red culture, the old site of the CPC E'Dongnan Road Committee in Lengshui Ping Village as the core, the revolutionary story adapted for the "red script to kill," "the old site of the live explanation", the homestay set up a "red-themed guest rooms", linked to the scenic area to launch the "red study package"; Second, folk culture revitalization. Drawing on the experience of Pingjiang Hewang Village shadow play homestay cluster, in Tongshan, Xiushui and other folklore-rich areas, the organization of non-hereditary bearers in the homestay teaching visitors to make shadow puppets, learn folk songs, and integrating folk activities such as ancestor worship and Spring Festival rituals into tourists' experiences; third is the ecological culture of the land, the area of the ancient villages, terraces, waterfalls, and other ecological resources, the design of the system of adoption, the homestay guest rooms to the name of natural landscape, supporting the "Mountain Treasure Hunting". The homestay guest rooms are named after natural landscapes and supported by light experience activities such as "treasure hunt in the mountains" and "rice-planting in terraced fields", thus forming the differentiation advantage of "a village and a cultural IP".

2) Technical elements: digital empowerment to improve operational efficiency

First, the construction of a smart service platform. The government takes the lead in developing the "Mufu Mountain Tourism One-Stop Platform", integrating functions such as homestay booking, scenic area ticketing, transportation connection (such as village bus schedules), emergency services (such as navigation of nearby medical points), etc. Visitors can complete the whole process of "booking, ticketing, transportation" through the platform. "The whole process, the platform synchronized display scenic real-time visitor volume, in order to avoid overload; Second, digital marketing promotion. For villagers who do not know how to network marketing, the organization "short video training class", can invite the local net red teaching, guiding the hostel owner to shoot "homestay daily"; Third, the application of data analysis. The platform backstage analysis of visitor preferences, push customized recommendations to the homestay, accurate matching services, improve operational efficiency.

3) infrastructure elements: make up for short boards, strong service guarantee

Shared and common tourism infrastructure, solve the short boards of infrastructure construction, optimize resource allocation, reduce construction costs [11]. First, traffic and parking optimization. The county and township "cut-off road" for hardening and transformation, in Tongshan Lin Shang village, Pingjiang He Wang village and other core villages, the use of vacant land to build "ecological parking lot", and arrange for free shuttle buses connecting the parking lot with the lodging/attractions; the second is the public service support. In the lodging concentrated area new tourism public toilets, signs and attractions navigation synchronization update to Gaode / Baidu map, set up emergency medical point and equipped with first aid box; in the JiuGong Mountain scenic area entrance set up "tourists load warning sign", more than 16,000 people / day to start the diversion; three is the ecological facilities upgrading. Unified supporting living garbage classification box for the lodging, and the villagers signed an ecological responsibility, the practice of ecological protection of the lodging to give "operating subsidies".

4) Talent elements: combining cultivation and introduction to build a support team

The program system of "local cultivation + external introduction" has been constructed. For local operators, set up homestay training bases in local colleges and universities to carry out digital marketing, service standardization and other training, and teach the use of short-video platforms to promote Homestays; for university talents, promote the establishment of industry-academia-research bases between local colleges and universities and Homestays and scenic

spots, and cultivate professionals who know about the countryside and tourism, such as the opening of the special course on the operation of the Homestays in the Mafu Mountain Mountains; for social talents, introduce policies such as the subsidy for entrepreneurship at the home village or the talent For social talents, the introduction of return home business subsidies or talent apartments and other policies to break down industry prejudice, attracting young people to return home to participate in the operation of the homestay, cultural heritage.

5.2. Culture and Tourism Integration: Industrial Synergy and Strong Kinetic Energy

1) Deep integration of culture and tourism: from “seeing the scenery” to “immersing in culture”
Breaking through the positioning of Homestays as lodging, and letting culture run through the whole process of tourism. In the lodging scene, the design of the lodging echoes culture, and the “the Moon Bay Lodging” in Hewang Village retains the carved window lattice and patio courtyard, highlighting the traditional architectural culture; in the experiential scene, the development of the “shadow making,” “storytelling of ancient trees,” “red research and development,” and the development of the “cultural and tourism” scene, and the “cultural and tourism” scene. In the experience scene, the company develops immersion programs such as “shadow making”, “ancient tree story meeting”, “red study”, etc., so that tourists can experience the culture in the accommodation and understand the culture in the experience; in the consumption scene, the company transforms culture into cultural products, such as handicrafts of ancient trees and red-themed creations, which can be sold through the homestay stores and e-commerce platforms to extend the consumption chain.

2) industry chain extension: from “single industry” to “cluster development”
with the homestay as the core node, linkage of agriculture, culture, trade and other industries to form a closed-loop industry chain. Agricultural linkage: tourists participate in planting and picking, and homestay catering uses local ingredients, driving agricultural premiums, such as Linshang Village agricultural premiums of 30%; cultural linkage, non-genetic inheritance bearers in the homestay teaching, driving the “non-heritage + homestay” clusters, driving the development of cultural exhibitions, training and other forms of development, such as the Pingjiang shadow puppetry class annual income of more than 200,000 yuan; Business linkage, set up a country market around the homestay, selling agricultural products, cultural creations, forming a cycle of lodging diversion and consumption to increase income.

3) Online-offline synergy: from “passive waiting” to “active reach”
Leveraging digitalization to open up the “online attraction, offline experience, online repurchase” chain. Online, we can use the short video platforms of Jittery Voice or Xiaohongshu to promote the cultural scenes of the homestay, such as the ancient tree homestay and shadow experience, simplify the booking process by using the e-commerce platform, and optimize the service through the analysis of user evaluation data; offline, we can set up the “online attraction exclusive benefits” (such as scanning QR codes to follow (official accounts) to receive cultural and creative gifts) in the homestay to guide the visitors to share the experience to the social platforms, forming the “online attraction” and “online repurchase” chain. Offline, the homestay homestay will set up “exclusive benefits for online attraction” (such as giving cultural and creative gifts for sweeping code attention) and guide visitors to share their experiences to social platforms, forming the fission effect of “online dissemination, offline consumption and secondary dissemination”.

5.3. Co-creation and Sharing: Value Synergy for Win-Win

1) Villagers: from participants to beneficiaries

Job development. Priority is given to hiring villagers from the village, such as cleaning, cooks and guides, and “extra allowances” are given to villagers who participate in the teaching of non-

heritage, such as the “ancient tree inheritors” of Linshang Village. Encourage villagers to participate in the cultural heritage, Linshang Village old man as “ancient tree story inheritor”, in the interaction with tourists to enhance cultural self-confidence, the formation of “protection of culture, the development of industry, feed the culture” positive cycle. Resource realization channels. Villagers can rent their unused houses to the homestay operator and collect rents annually, or share in the house and share the profits proportionally; growers and homestay signed a “direct supply agreement”, such as local chickens and vegetables purchased at a price higher than the market price.

2) Tourists: from consumers to experiencers

Enhance the sense of achievement of tourists through participatory design. Tourists are allowed to participate in cultural experiences, such as making shadow puppets and adopting ancient trees; they can also make suggestions for service improvement, such as giving feedback on their needs through the online platform of the homestay, so that they can change from passively accepting services to actively integrating into the rural life, and enhance their recognition of the rural culture and willingness to spread it.

3) Regional: from resource dispersion to value aggregation

Take the homestay as a link, integrate the village, scenic spots, enterprises and other resources, and form a common sharing mechanism, for example, the government-led homestay association, uniformly formulate the service standard; enterprises invest in the transformation of the homestay, and the villagers share dividends with the shares of the houses; the scenic spots and the homestay jointly launch the “accommodation + tickets” package, realizing the mutual benefit sharing of passenger flow. Realize the mutual guidance of passenger flow and benefit sharing.

5.4. Interconnection and Interaction: Expanding Regional Synergy Space

1) Policy synergy: breaking down barriers and building a unified framework

Led by the relevant government departments of Hubei, Hunan and Jiangxi provinces, the establishment of the Mufu Mountain Area Tourism Collaborative Development Alliance, the joint issuance of the “Mufu Mountain Area Tourism Synergistic Development Program”, the unified design of inter-provincial tourism routes, the development of unified planning, the elimination of policy barriers; the integration of resource development, and the joint creation of a “red study cross-provincial routes” “ecological tourism loop”, to avoid duplication of construction; share ecological responsibility, such as the establishment of cross-regional ecological protection agreements, collaborative control of JiuGong Mountain and other core scenic area of the tourists carrying capacity.

2) the main linkage: multiple collaboration, the formation of the development of synergy

industry associations to coordinate. The establishment of the Mufu Mountain homestay Association, the development of uniform service standards (such as health, safety, cultural experience requirements, etc.), regularly organize exchanges between homestay owners, sharing operational experience, coordinating the distribution of sources of customers, to avoid unhealthy competition. Promote the development of Homestays, scenic spots and enterprises in groups, and introduce “inter-provincial homestay vouchers” (e.g. Hubei Tongshan Ancient Tree Culture-Hunan Pingjiang Shadow Puppet Opera-Jiangxi Xiushui Red Ruins), “scenic spot tickets” (e.g., buy a ticket to a Tongshan scenic spot and enjoy a 10% discount on the Homestays in Pingjiang) to realize the interoperability of customer sources. At the villagers' level, the establishment of inter-provincial village cooperation mechanism (e.g., jointly organizing folklore festivals in Hunan and Hubei villages, sharing of non-genetic inheritance skills), forming a collaborative network with “complementary advantages”.

3) Brand building: Unify the logo and enhance regional influence

Unify the brand logo. Integrate the red, ecological, folklore and other cultural resources in the Mufu Mountain Area, design a regional brand LOGO for Mufu Mountain lodging, create a regional public brand for Mufu Mountain lodging, unify the brand logo and caliber of publicity, and use a unified logo for all cooperative lodgings in stores and online platforms in order to enhance recognition. Joint publicity and promotion. Online through the "Mufu Mountain tourism official website" "regional culture and tourism account" to focus on promotion; offline joint participation in tourism exhibitions, held Mufu Mountain homestay cultural festival, shooting Mufu Mountain homestay promotional video, show the area's diverse cultures, enhance brand recognition, to attract tourists nationwide. The program will also promote the brand.

6. Conclusion

The practice in the Mufu Mountain area has verified that rural tourism and homestays in this region have the potential for high-quality development, but efforts are needed to address issues in aspects such as infrastructure, ecological carrying capacity, operation and management capabilities, cultural and tourism talents, and the quality of rural tourism products. The "factor-industry-value-region" four-in-one high-quality development path has proven to be effective. In the future, it is necessary to solve fragmentation through cross-regional governance, strengthen development momentum through industrial integration, enhance product premium through in-depth cultural exploration, and reconstruct the experience chain through factor synergy, so as to effectively convert resource advantages into economic advantages and development momentum. This will help implement the rural revitalization strategy and provide a paradigm reference for similar mountainous areas in transforming "lucid waters and lush mountains" into "gold and silver mountains". At the same time, there are still some shortcomings. Future research can be conducted in depth on aspects such as the threshold of ecological carrying capacity, factors affecting tourists' sense of experience, and the fairness of benefit distribution, so as to deepen the sustainability evaluation framework.

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