

# Promoting Comprehensive Rural Revitalization through the New Endogenous Development of Digital Cultural Tourism: A Case Study of Tianning County, Guangxi

Liqiong Wang

School of Economics and Management, South China Agricultural University

**Abstract:** *Driven by the wave of digitalization, fostering and developing rural digital cultural tourism has become a key approach to achieving comprehensive rural revitalization. With the aim of exploring the development path of internal and external linkages in rural digital cultural tourism, this paper, under the guidance of the new endogenous development theory, takes Aishan Manor in Tianning County, Guangxi as the case study object, and constructs an analytical framework for breaking through the dualism of internal and external linkages. Under the new endogenous development model, the development of digital cultural tourism requires the joint action of internal driving force activation and external driving force embedding. Internal driving force activation includes activating local resources, developing talent and technology gradients, establishing collaborative networks, and building a modern rural governance system. External driving force embedding cannot be separated from government policy support and capital going to the countryside. Only by implementing the new endogenous development model in rural areas can digital tourism promote the comprehensive revitalization of rural areas and explore effective governance mechanisms for rural revitalization.*

**Keywords:** New Endogenous Development Model; Digital Cultural Tourism; Rural Revitalization.

## 1. INTRODUCTION

In the report of the 19th National Congress of the Communist Party of China, the rural revitalization strategy was first proposed, pointing out that "agriculture, rural areas, and farmers" issues are related to the livelihood of the people and must always be taken as a top priority in the work of the whole Party. In addition, the Central No. 1 Document of 2022 also focused on the key tasks of rural revitalization, making comprehensive arrangements for the orderly advancement of rural development, construction, and governance. On January 1, 2024, the Central No.1 Document titled "Opinions of the Central Committee of the Communist Party of China and the State Council on Learning from the 'Thousand Villages Demonstration, Ten Thousand Villages Rectification' Project Experience to Effectively Promote Comprehensive Rural Revitalization" was officially released, which proposed a "roadmap" for promoting comprehensive rural revitalization, emphasizing six aspects including improving the level of rural industrial development, rural construction, and rural governance. From these documents, we can see the high importance and systematic planning of the rural revitalization strategy by the Party and the state, aimed at promoting the modernization of agriculture and rural areas, thus achieving comprehensive rural revitalization. However, the issue of internal development motivation in rural areas has always existed, and is concentrated in more than 100 counties that are key to national rural revitalization, where the task of preventing poverty from returning is particularly heavy. To completely reverse the situation of poverty and lead the village towards continuous and stable prosperity, the key lies in stimulating and strengthening the internal development vitality of the village. However, in the face of severe realities such as the shrinkage of the collective economy, the outflow of rural labor, and the aging population, villages in impoverished areas generally face the dual dilemma of scattered land and scarce resources. In the face of these difficulties, cultivating and enhancing the self-development capabilities of the village has become particularly crucial, although this is undoubtedly a road full of challenges.

Under the background of digitalization, developing the rural digital cultural tourism industry is an important breakthrough for us to promote comprehensive rural revitalization. Different from traditional agricultural tourism, which refers to agricultural-related activities carried out for entertainment or educational purposes in working farms or other agricultural environments, digital cultural tourism integrates the digital economy with the cultural tourism industry, efficiently utilizing information technology to re-integrate and configure various elements of the cultural tourism industry. This process covers the digital creation and promotion of cultural tourism content, as well as the innovation of cultural tourism services and management systems. However, in the practice of

promoting comprehensive rural revitalization through digital cultural tourism, various challenges are also faced: digital divide, lack of talent and dissemination, insufficient internal motivation, and the drag effect of external motivation, and the failure to form a modern rural governance system, among other issues. To try to solve these problems, rural development has roughly gone through a complex process of development driven by "external-internal-new internal". From the initial simple external input of resources to the village's external development model, to focusing on stimulating the internal potential of rural areas and not relying on external aid, to the internal development model, and then to a new internal development model that not only adopts the internal development model's use of local resources and the ability to solve problems independently, but also integrates the external development model by leveraging external resources and strength to promote the comprehensive development of the village. This not only reshapes the development structure of the village but also effectively solves the fundamental problems in rural development. It represents a new thinking of sustainable development and provides a clear direction and feasible strategy for high-quality development in rural areas of our country.

## **2. THEORETICAL ORIGIN OF RURAL DIGITAL CULTURAL TOURISM UNDER THE NEW ENDOGENOUS DEVELOPMENT MODEL**

### **2.1 Exogenous Development and Endogenous Development Theory**

After World War II, the exogenous development model (Exogenous Development) dominated the global rural development field, which believed that it is a series of external factors, rather than internal resources or capabilities of rural areas, that have a profound impact on rural areas. In the formulation and implementation of rural governance policies, the exogenous development model particularly emphasized the importance of top-down intervention measures. This model believed that improving the development situation of rural areas is crucial through top-level design support, resource investment, and structural reform. The endogenous development theory originated in the 1960s, and its core viewpoint is that social and economic internal driving forces mainly come from respecting citizens' rights and meeting people's needs. In the 1990s, the endogenous development theory was gradually introduced into the research and practice of rural development. The endogenous development model is a critical response to the exogenous development model, believing that once the external "transfusion" under the exogenous development model stops, rural development is unsustainable. Although the exogenous development model and endogenous development model each propose unique theoretical propositions, they have encountered a series of feasibility challenges and theoretical limitations in actual application. These challenges and limitations have inspired the academic community to deeply discuss and study the new endogenous development theory, aiming to find more comprehensive and adaptable solutions to overcome the limitations of existing theories and promote more effective rural development strategies.

### **2.2 New Endogenous Development Theory**

Later scholars gradually found that rural social development could not be simply trapped in a "dualism." Ray scholars first proposed the new endogenous development theory. The new endogenous development theory is a transcendence and integration of the traditional exogenous development and endogenous development models. The exogenous development model focuses on promoting economic growth through factor input and capital investment, while the endogenous development model pays more attention to innovation-driven and achieving long-term sustainable development. The new endogenous development model not only inherits the core concept of the endogenous development model - solving problems by exploring and utilizing its own resources and capabilities but also incorporates the advantages of the exogenous development model, that is, utilizing external resources and strength to promote the comprehensive development of the countryside. The innovation of this theory lies in its attempt to break through the limitations of a single model, providing a more balanced and sustainable driving force for rural development through the organic combination of internal and external factors.

The new endogenous development theory proposes a balanced view: true sustainable development, at its core, lies in achieving harmony between the effective utilization of local resources and the rational acquisition of external capabilities. The theory believes that the exogenous development model, which solely relies on external resources, or the endogenous development model, which relies only on internal resources, is not enough to support long-term sustainable development. The new endogenous development theory advocates maintaining regional autonomy while open to the rational absorption of external advantages, to build a comprehensive development strategy that integrates internal and external factors and takes into account both short-term achievements and long-term goals. In the context of digital economy-driven rural revitalization, to promote high-quality development of rural tourism, reasonable configuration is needed. The development of rural digital cultural tourism has also encountered many

difficulties and dilemmas, such as talent shortage and digital divide, and the need for both internal and external driving forces. The new endogenous development theory not only emphasizes the activation of internal motivation but also requires the embedding of external motivation. By activating local resources, talent and technology gradients, establishing collaborative networks, and building a modern rural governance system, it can effectively activate the internal driving force of rural digital cultural tourism, but at the same time, it also needs government policy support and capital investment to play a strong promotional role externally.

### 3. ANALYTICAL FRAMEWORK AND RESEARCH METHODS

#### 3.1 Analytical Framework

Based on the complexity and uniqueness of digital cultural tourism promoting comprehensive rural revitalization, this study, guided by the new endogenous development theory, constructs an analytical framework for breaking through the dualism of internal and external linkages (Figure 1). Under the new endogenous development model, the development of rural digital cultural tourism requires the joint action of internal driving force activation and external driving force embedding. Among them, internal driving force activation needs to rely on local cultural resources to shape brand culture to activate local resources, and also needs to rely on some outstanding talents returning to the countryside and technical development support to support the development of rural digital cultural tourism, and also needs to build a cultural tourism co-construction platform to establish a collaborative network, and finally, it cannot do without the use of inclusive institutions to build a modern rural governance system. The embedding of external driving force not only depends on the inflow of capital funds to promote the vitality of the rural economy, but also needs the government's special attention and support at the policy level. On the one hand, through the introduction of social capital, it brings development opportunities to the countryside, on the other hand, through policy inclination to ensure that these opportunities can be transformed into real progress and improvement in rural areas. These dual driving forces respond to each other and embed each other, which can effectively promote the comprehensive development of rural digital cultural tourism, more vitality in rural industrial development, and more prosperity in rural cultural development. This study aims to explore the effective governance mechanism for comprehensive rural revitalization in Guangxi Tianlin's digital cultural tourism, hoping to explore a development path of "internal source-based, external source-driven, internal and external linkage" for rural digital cultural tourism, aiming to provide reference and reference for innovation and development in this field. The combination of these theories and practices will help deepen the understanding of the potential of rural digital cultural tourism, guide practical exploration, and promote the digital transformation and sustainable development of the rural cultural tourism industry.

#### 3.2 Research Methods and Case Selection

This article adopts the method of case study. First, the purpose of the study is to explore the development path of internal and external linkages in rural digital cultural tourism. Case study can closely connect phenomena and theory in the form of "telling stories". Through case study, we can analyze and understand the internal logic and driving force that is not easy to perceive, thus having a more comprehensive and profound insight into the problem. Secondly, case study helps to reveal the complexity and multi-dimensional factors behind phenomena, which can help us more effectively explore the effective governance mechanism for comprehensive rural revitalization.

The research object of this article is Aishan Manor in Aishan Village, Lizhou Yao Autonomous County, Tianlin County, Guangxi Province. The manor was built by relying on the Guangdong-Guangxi cooperation platform, jointly introduced by the Guangdong-Guangxi cooperation team and Shenzhen City Guangming District, and Shenzhen high-quality enterprise - Promi Green Energy (Shenzhen) Co., Ltd. From the perspective of the problem type and applicability of case study, Aishan Manor meets the basic conditions of case study and has a good enlightening effect on exploring the development path of internal and external linkages in rural digital cultural tourism.

### 4. CASE ANALYSIS

#### 4.1 Activation of Endogenous Driving Forces

##### 4.1.1 Activation of Local Resources

The new endogenous development model believes that the first step of development is to utilize local resources.

The endowment of resources often determines the development path and direction of a region. Only by ensuring that the structure of resource endowment can continue to upgrade can the countryside be revitalized. The activation of rural endogenous driving forces depends on the comprehensive integration and effective use of external resources. Rural revitalization is a multi-stage evolutionary process, covering four key periods: focus, catalysis, co-creation, and growth. In the initial stages of focus to catalysis, the crucial task is to accurately identify key resources and deeply understand internal and external driving factors. Through this process, the potential capabilities and trends of regional development can be revealed, laying a solid foundation for the subsequent stages of co-creation and growth. Under normal circumstances, internal resources are mainly contributed by local residents, including their labor force, land, knowledge, and skills. External resources are usually provided by government agencies and non-governmental organizations, which may include funds, technology, policy support, and other forms of assistance. Through this combination of internal and external resources, rural areas can more effectively promote their own economic growth and social progress.

Aishan Manor in Tianlin County, Baise City, is located at the foot of Cenwang Lao Mountain in Lizhou Yao Autonomous County, surrounded by mountains, with hundreds of acres of orchards and thousands of acres of fertile fields. Relying on the beautiful pastoral scenery and natural ecological environment, it leads with high-standard characteristic industries, themed by the unique "Na" culture of the Zhuang nationality, creating a unique brand culture of the countryside, and building an integrated rural cultural tourism revitalization demonstration area that combines leisure agriculture, catering and entertainment, ecological health care, folk experience, characteristic culture, natural education, etc., achieving a reasonable and effective integration and utilization of local resources.

#### 4.1.2 Development of Talent and Technology Gradients

The revitalization of the countryside ultimately depends on the revitalization of people. Farmers are not only active participants in the rural revitalization strategy but also the core force to stimulate the internal driving force of the countryside. However, Aishan Manor is facing the challenge of talent and technology shortage. Mr. Mao, who manages Aishan Manor, described it this way: "When we first recruited people in the first two months, we first wrote a resume requirement that required a basic college graduation and 1~2 years of work experience. But there is no such person around here, then we gradually adjusted this requirement, regardless of junior high school, as long as you have this 1~3 years of work experience can be, and then found that still can't do it. Finally, we lowered the standard again, no conditions, as long as you are idle and willing to come, you can come. Later that month, more than 30 people came for an interview."

Attracting talents, technology and other development factors back to the countryside is the core driving force of rural endogenous development. Currently, the countryside is facing the challenges of labor loss and talent and technology shortage. Under such circumstances, building a team that gathers elites and advanced technology has become a decisive factor in whether the village can achieve significant improvement in endogenous development capabilities. It can be improved in two ways: First, rural talent development should make full use of local "village sages" resources. Although they may not have received formal education, these talents usually have a deep understanding and love for the countryside, and with their rich experience and familiarity with the local area, they can make important contributions to rural development. At the same time, by introducing talents and providing technical training, a group of new technical talents with professional skills and market insight can be cultivated, injecting new vitality and innovative thinking into the village.

#### 4.1.3 Establishment of Collaborative Networks

The new endogenous development theory points out that rural development should avoid over-reliance on external aid, and should not be completely closed to itself. It emphasizes that rural development is a process of interaction and mutual promotion between internal and external forces, and the key lies in promoting effective communication and cooperation between internal and external subjects, and achieving the organic integration of internal and external resources. In this context, building a collaborative governance network is particularly crucial. Collaborative governance, as an innovative governance model, advocates bringing together different stakeholders, through consensus-driven participatory decision-making mechanisms, to jointly address complex environmental governance challenges. This method not only promotes communication and understanding among all parties but also enhances the transparency and effectiveness of decision-making, ultimately building a comprehensive and efficient collaborative network.

Although Aishan Manor has achieved phased results, the series of activities held, such as the grape music festival, reading sessions, and kindergarten graduation ceremonies, have all been successful, but there are still issues of insufficient dissemination and insufficient traffic. At present, the development of the integrated agricultural and cultural tourism is the most effective, and the development of digital cultural tourism is the most effective. The problem of insufficient dissemination of Aishan Manor needs to be solved by digital empowerment. Internet platforms have low-cost entry into the market capabilities and integrated production and sales realization capabilities, and the development of digital cultural tourism in Aishan Manor needs cooperation with digital platforms, including how to make digital content, how to attract traffic groups, how to transform public domain traffic into private domain traffic, etc., all cannot be separated from digital marketing, but the implementation of these measures requires the government to lead local villagers to play a leading role, and at the same time, the manor and operators of the manor to participate in the decision-making process, coordinate governance, and finally build a platform for cultural tourism co-construction.

#### 4.1.4 Construction of a Modern Rural Governance System

Effective governance is one of the core requirements of the rural revitalization strategy, providing a solid foundation for the cultivation and development of rural endogenous capabilities. Without effective rural governance, it is difficult to achieve comprehensive development and comprehensive revitalization of the countryside. The difficulties in village governance are fundamentally due to the lack of governance capabilities and systems in the countryside. This constitutes another major challenge in cultivating the endogenous development capabilities of the village, which needs to be overcome by improving governance levels and perfecting governance systems. Digital cultural tourism, as an emerging tourism model, has significant significance in combining with the rural governance system to promote rural revitalization. The long-term effective development of digital cultural tourism must be inclusive. The system determines the quality of development and must build an inclusive system, which requires the combination of top-level design guidance and grassroots practice exploration, forming a governance model that links up and down, promotes each other.

## 4.2 Embedding of Exogenous Driving Forces

### 4.2.1 Policy Inclination

Aishan Manor relies on the Guangdong-Guangxi cooperation platform, making full use of the resource advantages of Shenzhen's counterpart assistance, following the "one county, one park" and "industry integration" work ideas, and through the investment of Guangdong-Guangxi cooperation funds to introduce Guangdong Shenzhen Promi Green Energy Co., Ltd. to expand cooperation. The manor is planned to cover an area of 150 acres, with an investment of 6.62 million yuan, of which 4.17 million yuan is the Guangdong-Guangxi cooperation financial assistance funds, fully reflecting the strong support of the government for the manor project.

## 5. CONCLUSION AND DISCUSSION

This paper takes Aishan Manor in Aishan Village, Lizhou Yao Autonomous County, Tianlin County, Guangxi Province as the research object, guided by the new endogenous development theory, and constructs an analysis framework for the coexistence of internal and external driving forces. Under the new endogenous development model, the development of digital cultural tourism requires mutual response, embedding, and interaction between endogenous driving forces and exogenous driving forces to achieve sustainable development. It is necessary to activate local resources, upgrade the structure of resource endowment, develop talent and technology gradients, establish efficient collaborative networks, build a platform for cultural tourism co-construction, and build a modern rural governance system with inclusiveness, while relying on government policy inclination and social capital investment. In the context of digital economy-driven rural revitalization, in order to promote high-quality development of rural tourism, reasonable configuration is needed. The development of rural digital cultural tourism has also encountered many difficulties and dilemmas, such as talent shortage and digital divide, and the need for both endogenous driving force activation and exogenous driving force embedding. By activating local resources, talent and technology gradients, establishing collaborative networks, and building a modern rural governance system, it can effectively activate the endogenous driving force of rural digital cultural tourism, but at the same time, it also needs government policy support and capital investment to play a strong promotional role externally.

The Aishan Manor project relies on the Guangdong-Guangxi cooperation platform, making full use of the resource

advantages of Shenzhen's counterpart assistance to build a model village led by Shenzhen, which is a demonstration village for Guangdong-Guangxi cooperation. The original intention of the project is to create a new model of assistance cooperation, promote the comprehensive application of digital technology in the modernization of rural agriculture, and successfully create a replicable and promotable digital rural model. In this process, the government has given strong financial support, and Aishan Manor has gone from zero to one, but how to go from one to ten still needs to strengthen policy planning and design to ensure that the government plays an active and effective macro-control role in the construction process of digital cultural tourism in Aishan Manor, but at the same time avoid excessive intervention to ensure the natural development and innovation vitality of Aishan Manor. Specifically, local governments and their relevant departments need to deeply understand the national macro policies and combine the actual development of Aishan Manor to formulate and implement digital cultural tourism support policies with local characteristics. These policies should both conform to local development laws and be able to accurately focus to ensure their effective implementation and landing, thus promoting the healthy development of Aishan Manor.

### **5.1 Capital Going to the Countryside**

Capital going to the countryside is not only a reshaping of rural landscape but also a spatial innovation based on tourist demand and perspective. In this process, "locality" is endowed with tourism value, and through the integration, design, and operation of capital, it is transformed into a marketable product, injecting new vitality and value into the development of rural tourism. On one hand, the government needs to improve the security system for social capital participation in rural investment. Because Aishan Manor needs to achieve sustainable development, it will eventually have to get rid of the mentality of relying on the government and cultivate the ability for independent development. The project development requires funds, but the government cannot always continuously input from the outside to support development, so the local government and its relevant departments should regard attracting and guiding social capital investment in digital cultural tourism as a key task to ensure that the process of capital going to the countryside is orderly, efficient, and can bring positive social and economic benefits. In addition, it is also necessary to explore and implement new ways and models for social capital investment. Encourage high-quality enterprises with strength to optimize investment based on the actual development needs and construction status of Aishan Manor, and at the same time, according to the specific circumstances of each place, reasonably develop characteristic cultural tourism projects. By establishing a reasonable profit distribution mechanism, promote the improvement of the living environment in the surrounding countryside and the increase of farmers' income, thus making a positive contribution to creating a livable, suitable for business, beautiful and harmonious rural environment.

## **6. CONCLUSION AND DISCUSSION**

This paper takes Aishan Manor in Aishan Village, Lizhou Yao Autonomous County, Tianlin County, Guangxi Province as the research object, guided by the new endogenous development theory, and constructs an analysis framework for the coexistence of internal and external driving forces. Under the new endogenous development model, the development of digital cultural tourism requires mutual response, embedding, and interaction between endogenous driving forces and exogenous driving forces to achieve sustainable development. It is necessary to activate local resources, upgrade the structure of resource endowment, develop talent and technology gradients, establish efficient collaborative networks, build a platform for cultural tourism co-construction, and build a modern rural governance system with inclusiveness, while relying on government policy inclination and social capital investment. In the context of digital economy-driven rural revitalization, in order to promote high-quality development of rural tourism, reasonable configuration is needed. The development of rural digital cultural tourism has also encountered many difficulties and dilemmas, such as talent shortage and digital divide, and the need for both endogenous driving force activation and exogenous driving force embedding. By activating local resources, talent and technology gradients, establishing collaborative networks, and building a modern rural governance system, it can effectively activate the endogenous driving force of rural digital cultural tourism, but at the same time, it also needs government policy support and capital investment to play a strong promotional role externally.

The Aishan Manor project relies on the Guangdong-Guangxi cooperation platform, making full use of the resource advantages of Shenzhen's counterpart assistance to build a model village led by Shenzhen, which is a model village for Guangdong-Guangxi cooperation. If some common problems in the development of rural cultural tourism can be found in this project and explore effective governance mechanisms, it will have far-reaching significance. The purpose of this paper's research is also to explore the development path of internal and external linkages in rural

digital cultural tourism, and promote the integration of cultural tourism development at a broader range, deeper level, and higher level. On the journey of digital cultural tourism promoting rural revitalization, we see infinite possibilities and hope. The integration of digital technology has not only brought new vitality to rural tourism but also injected strong momentum into the rural economy. Through intelligent interaction, online services, and digital marketing and other means, the cultural tourism industry is becoming a bridge connecting cities and countryside, tradition and modernity. In the future, with the continuous progress of technology and the continuous emergence of innovative thinking, digital cultural tourism will play an increasingly important role in rural revitalization, contributing greater strength to the sustainable development of the countryside.

## REFERENCES

- [1] Huang Chengwei. Three Logics and Evolution Prospects of Effective Connection Between Poverty Alleviation and Rural Revitalization[J]. *Journal of Lanzhou University (Social Sciences Edition)*, 2021, 49(06): 1-9. DOI:10.13885/j.issn.1000-2804.2021.06.001.
- [2] Yan Haifang, Guo Yuejun. Research on the Cultivation of Rural Endogenous Development Capability from the Perspective of Rural Revitalization[J]. *Agricultural Economy*, 2023, (10): 44-46.
- [3] Arroyo C G, Barbieri C, Rich S R. Defining Agritourism: A Comparative Study of Stakeholders' Perceptions in Missouri and North Carolina[J]. *Tourism Management*, 2013, 37: 39-47.
- [4] Yu Xiaoshe, You Qi. The Logic and Approach of Digital Culture and Tourism Promoting Rural Revitalization[J]. *Journal of Nanchang University (Humanities and Social Sciences Edition)*, 2024, 55(03): 99-108. DOI:10.13764/j.cnki.ncds.2024.03.005.
- [5] Wang Jing, Sun Jinhai, Zhang Pengfei. Research on the Path of Sports Characteristic Villages Helping to Build Livable, Business-Friendly and Harmonious Villages from the Perspective of the New Endogenous Development Theory[J]. *China Sport Science and Technology*, 2024, 60(03): 89-97. DOI:10.16470/j.csst.2024027.
- [6] Wu Yuefei. Endogenous or Exogenous: The "Development Dualism" in Rural Society and Its Solution[J]. *Seeker*, 2022, (04): 161-168. DOI:10.16059/j.cnki.cn43-1008/c.2022.04.016.
- [7] Shen Feiwei. The Endogenous Development Model of Digital Rural Areas: Practical Logic, Operational Mechanism and Optimization Strategies [J]. *E-Government*, 2021, (10): 57-67. DOI:10.16582/j.cnki.dzzw.2021.10.005.
- [8] Zhang Qinan, Dong Qinqin. Rural Sports Development Under the New Endogenous Development Model: Theoretical Origin, Value Implication and Action Strategies[J]. *Journal of Tianjin University of Sport*, 2024, 39(02): 190-196. DOI:10.13297/j.cnki.issn1005-0000.2024.02.010.
- [9] Ray C. Neo-endogenous Rural Development in the EU[J]. 2006. DOI:10.4135/9781848608016.n19.
- [10] Zhang Bingxuan, Ren Zhe. The Path of Rural Revitalization Driven by Innovation-Driven Endogenous Development[J]. *Journal of Nantong University (Social Sciences Edition)*, 2020, 36(01): 89-96.
- [11] Yan Yu, Wang Jianghua, Zhang Yukun. Enlightenment and Expansion of the New Endogenous Development Theory for China's Rural Revitalization[J]. *Urban Development Studies*, 2021, 28(07): 19-23.
- [12] Zhang Zihan, Ran Huiqin. Research on the Configurational Path of Digital Economy Driving Rural Revitalization—Dynamic QCA Analysis Based on Provincial Panel Data[J]. *Western Economic Management Forum*, 2023, 34(06): 45-56.
- [13] Zhang Bingxuan, Hua Yijie. Incentive Structure, Endogenous Capability and Rural Revitalization[J]. *Zhejiang Social Sciences*, 2018, (05): 56-63+157-158. DOI:10.14167/j.zjss.2018.05.007.
- [14] Shen J, Chou R J. Rural Revitalization of Xiamei: The Development Experiences of Integrating Tea Tourism with Ancient Village Preservation[J]. *Journal of Rural Studies*, 2022, 90: 42-52.
- [15] Li Linghan. Factors Influencing the Endogenous Development Dynamics of Rural Areas and Realization Paths—Analysis Based on Grounded Theory[J]. *Observation and Ponder*, 2020, (12): 75-85.
- [16] Lian Si, Sun Qi. How Do Internet Platforms Help Rural Revitalization and Youth Development "Bidirectionally"—Investigation and Analysis Based on More Than 100 Migratory Youth[J]. *China Youth Study*, 2024, (06): 78-84. DOI:10.19633/j.cnki.11-2579/d.2024.0073.
- [17] Qiu Ye. The Landscape Manufacturing Logic of Rural Tourism and the Path of Rural Industrial Development—An Empirical Investigation Based on the Terrace Landscape Development in County C, Southern Jiangxi[J]. *Journal of Nanjing Agricultural University (Social Sciences Edition)*, 2022, 22(02): 10-20.