

# **An Empirical Study on the Effect of the Integration of Agriculture, Culture and Tourism on Restraining the Return to Poverty in Ethnic Groups with Cross-Stage Areas**

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## **Abstract**

Under the background of preventing large-scale return to poverty and promoting rural revitalization, this study focuses on Yunnan Province, and explores the role of integration of agriculture, culture and tourism in inhibiting the effect of returning to poverty. The research is based on the data collected from field survey and questionnaire, using structural equation modeling and other methods for analysis. The results show that the resources and integration degree of agriculture, culture and tourism have a significant positive impact on the willingness and expectation of rural tourism development and the economic situation of families. Through the willingness and expectation of rural tourism development and the improvement of family economic situation, the effectiveness of anti-poverty measures can be indirectly enhanced, which plays a key role in reducing the risk of returning to poverty. Infrastructure construction has a significant positive impact on the expectation of improving the happiness index of life, and effective anti-poverty measures can enhance the enthusiasm and initiative of residents to participate in rural tourism development. This study provides theoretical basis and practical guidance for the integration of agriculture, culture and tourism to form an effective way to restrain returning to poverty, and is of great significance for consolidating the achievements of poverty alleviation and difficulties tackling and promoting rural revitalization.

## **Keywords**

integration of agriculture; culture and tourism; straight through ethnic rural areas; suppress returning to poverty

## **Introduction**

In his speech at the 18th collective study of the 20th Central Political Bureau on December 9, 2024, General Secretary Xi Jinping pointed out that "adhering to the integration of urban and rural development, steadily promoting the new urbanization construction with county towns as an important carrier, promoting the comprehensive revitalization of rural areas, consolidating and expanding the achievements of poverty alleviation and difficulties tackling, and effectively preventing large-scale return to poverty". In addition, the No.1 Document of the Central Committee in 2024 also placed the prevention of large-scale return to poverty in an important position. Consolidating the achievements of poverty alleviation and preventing large-scale return to poverty is still the current rural revitalization and common prosperity in China

The frontier and ethnic minority areas with relatively backward economic development have a more arduous task of preventing returning to poverty because of their insufficient utilization of resources. All regions pay more attention to the monitoring of the risk of returning to poverty in these poverty-stricken areas. Under the guidance of the major national policies, relevant units at all levels have formulated various policies and mechanisms to monitor the risk of returning to poverty and ensure the achievements of poverty alleviation. However, returning to poverty is a dynamic process, and local policies and mechanisms must be constantly adjusted to cope with the ever-changing situation. Moreover, different regions have their own particularity, and external forces are difficult to apply to a wide range of places and form a long-term and stable mechanism to restrain returning to poverty. We must stimulate the local development potential from the particularity of each place; However, Yunnan Province has a special situation. Yunnan has rich and diverse natural environment and diverse cultures. However, many agricultural, cultural and tourism resources that get rid of poverty and go straight through ethnic areas have not been well utilized. It is difficult to form a long-term and stable mechanism to prevent returning to poverty and achieve the goal of rural revitalization only by external forces. Therefore, we must pay close attention to the social and economic development of these areas, accurately identify the risks of returning to poverty and give timely countermeasures.

Yunnan is relatively short of social resources, rich in natural and cultural resources but low in development. In order to improve the degree of resource development and economic benefits, achieve the basic goal of restraining returning to poverty and the higher goal of rural revitalization, the mode of integration of agriculture, culture and tourism is used to make full use of local rich agricultural, cultural and tourism resources and revitalize local resources; On this basis, we will further develop the research on the combination of agricultural, cultural and tourism integration and inhibition of returning to poverty, explore new areas for deepening the development of agricultural, cultural and tourism integration and new measures for realizing the mechanism of inhibiting returning to poverty, give full play to the advantages of agricultural, cultural and tourism integration to help inhibit returning to poverty, explore a more optimized way of combining the two, deeply explore natural and cultural resources directly through ethnic areas, optimize the integration mode of agricultural, cultural and tourism, and achieve the goal of inhibiting returning to poverty and rural revitalization; Finally, the research results and experience will be extended to remote, small Ethnic Groups with Cross-Stage Development and poverty-stricken areas directly through ethnic groups, so as to consolidate the achievements of poverty alleviation and difficulties tackling and provide research experience for rural revitalization and common prosperity. ,

## 2.Literature review

The integration of agriculture, culture and tourism is a new term put forward in recent years, which is generally understood as an innovative development model of "agriculture + culture + tourism", but it is not a simple superposition between industries, but a mutual penetration and reorganization of agriculture, culture, tourism and related elements. At present, there is no unified definition of the concept of returning to poverty. It is generally believed that returning to poverty refers to individuals or families who have been out of poverty before under the current poverty standard, and their resources in poverty dimensions such as education level, medical resources and social security are lower than the social poverty standard, and they are in poverty again. Guo Zhijie et al. (1990) thinks that the phenomenon of returning to poverty refers to a social phenomenon in which some groups in society get rid of poverty again economically due to the interactive restriction of many factors such as nature, society and the group itself [1]. Foreign research on the integration of agriculture, culture and tourism is less, more about the integration of culture and tourism or the integration of agriculture and tourism, and there are successful cases in these two aspects, which also have reference significance for

the practice of the integration of agriculture, culture and tourism in China. Domestic scholars have explored the connotation and influence, stages and modes, advantages and disadvantages, problems and countermeasures, the role of local governments and regional practices of the integration of agriculture, culture and tourism from the perspectives of integration of agriculture, culture and tourism, mainly in the following three aspects:**Error! Reference source not found.**

First, the research on the integration mode of agriculture, culture and tourism. Taking different regions as examples, scholars summed up the development models of agricultural, cultural and tourism with local characteristics. Zhou Chunyan et al. (2024) summarized four development models of local agricultural, cultural and tourism integration, such as natural scenery + Tropic of Cancer culture + tourism, pastoral scenery + purple rice culture + tourism, based on the field investigation in Mojiang County [2]. Zhao Pei et al. (2024) used multi-case study methods to study the development models of three villages with remarkable representativeness and typical characteristics, summarized the common elements of the integration of agriculture, culture and tourism industries in these three villages, and put forward the path of empowering agriculture and rural modernization [3]. The research on the mode of agriculture, culture and tourism can sum up the characteristics and necessary conditions of the integration of agriculture, culture and tourism in different regions, and provide basic reference for promoting the integration of agriculture, culture and tourism. However, these research objects are places with rich social, economic and cultural resources, which have a good degree of development and are difficult to be popularized and applied to some areas with poor resource endowments, and their practicability is weak.**Error! Reference source not found.****Error! Reference source not found.**

The second is to study the realization path of the integration of agriculture, culture and tourism to promote rural revitalization. Scholars have analyzed the path for different regions or villages with different characteristics, and put forward corresponding optimization paths according to the problems existing in the integration of agriculture, culture and tourism in different regions. Wen Xing et al. (2024) used the research methods of literature review and field interview, took the rural settlements relying on scenic spots as the research object, expounded their experiences and achievements, found out the problems existing in the integration of agriculture, culture and tourism, and put forward new paths such as innovating and creating agricultural, cultural and tourism brands with regional characteristics, and increasing the construction of talent team for the integration of agriculture, culture and tourism in scenic spots [4]. Yang Jianbo et al. (2024) conducted a sample survey on the development effect of the integration of agriculture, culture and tourism in Mingjiu Town, Mengzi City by means of questionnaire, and analyzed the development difficulties such as insufficient development planning, unclear characteristics and lack of professional talents, and put forward optimization paths such as strengthening resource integration, creating characteristic projects, increasing publicity and forming brand benefits [5]. At present, the research on the path mainly focuses on the research of scenic spots and characteristic towns with certain development, which provides the direction of optimizing the path for the developed areas. However, there is a weakness that the proposed optimization measures are not targeted, and there is a lack of corresponding inspection and measurement means to demonstrate the feasibility of the new path.**Error! Reference source not found.****Error! Reference source not found.**

The third is quantitative research, which uses entropy method and coupling coordination model to analyze the time series change characteristics and spatial differences of fusion effect in different regions. For example, Su Zhen et al. (2024) built an index system to measure the efficiency of agricultural, cultural and tourism integration. Based on the theory of industrial integration and configuration, the benevolent DEA cross-efficiency model was used to measure agricultural, cultural and cultural integration, and fsQCA method was used to explore the

development path of efficient integration [6]. Guo Zhirong et al. (2024) constructed an index system according to the input-output analysis method, and used entropy method and coupling coordination degree model to measure and analyze the development level of agriculture, culture and tourism integration in 10 Xinjiang and put forward policy suggestions [7]. These studies on the measurement and analysis of the integration of agriculture, culture and tourism have obtained the development level and changes of the integration effect, but the proposed optimized policy path is weak, and the analysis is not deep enough and targeted.**Error! Reference source not found.**

From the current research, the academic circles at home and abroad have no direct research results on the realization path of the integration of agriculture, culture and tourism to promote the inhibition of returning to poverty, and there is no research on the combination of the two. The research on the integration of agriculture, culture and tourism usually focuses on the areas with good economic development and rich resources, while the research on returning to poverty and inhibiting or preventing returning to poverty usually pays attention to poverty-stricken areas, and pays little attention to ethnic areas, especially small Ethnic Groups with Cross-Stage Development and straight ethnic groups. Nevertheless, the research on the integration of agriculture, culture and tourism, returning to poverty and restraining returning to poverty still has important guiding significance for this study, and provides a basis for the combination of the two in this study.

### 3. Research design

#### [1] Data source

The data used in this project come from field investigation and questionnaire collection, taking nine straight-through Ethnic Groups with Cross-Stage Development in Yunnan Province as the investigation objects, and taking the gathering villages of straight-through Ethnic Groups with Cross-Stage Development commended by the central government and selected as representative by Yunnan Province as the main investigation points, including but not limited to: Baishapo Village, Nandaohe Village, Nanping Town, Simao District, Pu'er City; Dakaihe Village, Nanping Town, Simao District, Pu'er City; Laodabao Village, Menggen Village, Jiujiang Hani Township, Lancang County; Wengji Ancient Village, Mangjing Village, Huimin Town, Lancang County Manwa Old Village, Badashan, Xiding Township, Menghai County, Xishuangbanna Dai Autonomous Prefecture; Hetaoping Village, Longshan Town, Longling County, Baoshan City; Chudonggua Village, Santaishan Township, Mangshi, Dehong Prefecture; Yingpan Village, Pihe Nu Township, Fugong County, Nujiang Prefecture; Qiunatong Village, Bingzhongluo Town, Gongshan County, Nujiang Prefecture; Xiaochala Village, Bingzhongluo Town, Gongshan County, Nujiang Prefecture; Yangpo Village, Pailuba Village Committee, Liuku Street, Lushui City, Nujiang Prefecture. On the basis of the current situation, trends and problems of the development of potential resources of agriculture, culture and tourism in ethnic areas, this paper explores the specific path of revitalizing the integration resources of agriculture, culture and tourism to promote the development of returning to poverty in ethnic villages, and constructs a mechanism to ensure the effective exertion of its effects.

#### [2] Research hypothesis

H1: The resources and integration degree of agricultural and cultural tourism positively affect the willingness and expectation of rural tourism development.

H2: The resources and integration degree of agricultural, cultural and tourism positively affect the family economic situation.

H3: The willingness and expectation of rural tourism development positively affect the anti-poverty measures.

H4: Family economic situation is positively affecting anti-poverty measures.

H5: The resources and integration degree of agricultural, cultural and tourism indirectly affect the anti-poverty measures through the intermediary role of rural tourism development willingness and expectation and family economic situation.

### [3] Variable manipulation

Independent variable: agricultural, cultural and tourism resources and integration

Evaluation of local agricultural and cultural tourism propaganda: Through questionnaire survey, 15 Likert scale is used, 1 means "very poor" and 5 means "very good", and the subjective evaluation of local agricultural and cultural tourism propaganda is measured.

Evaluation of the integration degree of local agriculture, culture and tourism: Through questionnaire survey, 15 Likert scale is used, 1 means "very low" and 5 means "very high" to measure the subjective evaluation of the integration degree of local agriculture, culture and tourism.

Evaluation of local humanistic characteristics and cultural heritage: Through questionnaire survey, using 15 Likert scale, 1 means "very weak" and 5 means "very strong", measuring respondents' subjective evaluation of local humanistic characteristics and cultural heritage.

Evaluation of local natural landscape characteristics: Through questionnaire survey, using 15 Likert scale, 1 means "very inconspicuous", 5 means "very obvious", measuring respondents' subjective evaluation of local natural landscape characteristics.

Intermediary Variables: Willingness and Expectation of Rural Tourism Development

Expectation of living environment improvement: Through questionnaire survey, using 15 Likert scale, 1 means "very impossible" and 5 means "very possible", the respondents' expectation of living environment improvement after rural tourism development is measured.

Life happiness index will improve expectations: Through questionnaire survey, 15 Likert scale is used, 1 means "very unlikely" and 5 means "very likely" to measure respondents' expectations of improving life happiness index after rural tourism development.

Willingness to work in rural tourism-related industries: Through questionnaire survey, 15 Likert scale is used, 1 means "very unwilling" and 5 means "very willing" to measure the respondents' willingness to work in rural tourism-related industries.

Willingness to support local rural tourism development: Through questionnaire survey, 15 Likert scale is used, 1 means "very unsupportive" and 5 means "very supportive", and the respondents' willingness to support local rural tourism development is measured.

Mediator variable: household economy

Total medical expenditure in the past year: Through questionnaire survey, the total medical expenditure of the respondents' families in the past year was collected in yuan.

Personal monthly income: Through questionnaire survey, collect the amount of personal monthly income of respondents, and the unit is RMB.

Dependent variable: anti-poverty measures

Measures to prevent returning to poverty: Through questionnaire survey, 15 Likert scale is adopted, 1 means "very insufficient" and 5 means "very sufficient", which comprehensively measures respondents' evaluation of local measures to prevent returning to poverty, including education support, medical assistance, industrial support, employment training and so on.

## 4.Results

1. The integration of agriculture, culture and tourism has a significant direct inhibitory effect on the risk of returning to poverty

Through structural equation model analysis, it is shown that the measurement path coefficients of indicators such as "evaluation of local agricultural and cultural tourism propaganda", "evaluation of local agricultural and cultural tourism integration degree", "evaluation of local humanistic characteristics and cultural heritage" and "evaluation of local natural landscape characteristics" on agricultural and cultural tourism resources and integration are -0.846, -0.786, 1.068 and 0.985, respectively, and p values are all less than 0.001. This shows that these indicators can well measure the latent variable of agricultural, cultural and tourism resources and integration, in which humanistic characteristics, cultural heritage and natural landscape characteristics have a positive measurement relationship with agricultural, cultural and tourism resources and integration, while propaganda intensity and integration degree have a negative measurement relationship, which may be due to the low score of propaganda intensity, reflecting the local shortcomings in this respect. The measurement path coefficients of rural tourism development willingness and expectation by indicators such as "living environment improvement expectation", "life happiness index will improve expectation", "willingness to work in local rural tourism related industries" and "willingness to support local rural tourism development" are 1.079, 1.095, 1.192 and 1.000 respectively, and the P values are all less than 0.001, which is significant. This shows that these indicators can well measure the latent variable of rural tourism development willingness and expectation, and the data reflects that residents have higher expectations and willingness for rural tourism development in improving living environment, improving happiness index and providing employment opportunities.

The resources and integration of agriculture, culture and tourism have a strong positive impact on the willingness and expectation of rural tourism development. This shows that abundant agricultural, cultural and tourism resources and good integration can greatly improve residents' willingness and expectation for rural tourism development, and then provide residents with more employment and entrepreneurial opportunities and increase income sources by promoting the development of rural tourism, thus effectively reducing the risk of returning to poverty.

Summary table of model regression coefficients						
X	→ Y	Non-standardized regression coefficient	SE	z (CR值)	p	Standardized regression coefficient

Family economic situation	→	Measures and support to prevent returning to poverty	-2.076	4.002	-0.519	0.604	-0.792
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Measures and support to prevent returning to poverty	→	Willingness and expectation of rural tourism development	0.352	0.341	1.033	0.302	0.082
Agricultural, cultural and tourism resources and integration	→	Willingness and expectation of rural tourism development	0.901	0.044	20.377	0	0.997
Agricultural, cultural and tourism resources and integration	→	Infrastructure constructionEvaluation	1.156	0.058	19.866	0	0.975
Evaluation of infrastructure construction	→	Agricultural, cultural and tourism resources and integration	-0.654	0.048	-13.587	0	-0.776
Family economic situation	→	Total medical expenditure in the past year	2.812	8.754	0.321	0.748	0.406

Family economic situation	→	IndividualMonthly income is	1	-	-	-	0.061
Measures and support to prevent returning to poverty	→	Satisfaction of anti-poverty work	0.209	0.697	0.3	0.764	0.032
Measures and support to prevent returning to poverty	→	Anti-poverty assistance methods	0.954	0.919	1.039	0.299	0.177
Measures and support to prevent returning to poverty	→	Understanding of anti-poverty monitoring and assistance policies	1	-	-	-	0.178
Agricultural, cultural and tourism resources and integration	→	Evaluation of Propaganda Strength of Agricultural and Cultural Tourism	-0.846	0.066	-12.778	0	-0.543



Agricultural, cultural and tourism resources and integration	→	Integration degree of agriculture, culture and tourism	-0.786	0.065	-12.178	0	-0.521
Agricultural, cultural and tourism resources and integration	→	Evaluation of humanistic characteristics and cultural heritage	1.068	0.05	21.168	0	0.814
Agricultural, cultural and tourism resources and integration	→	Evaluation of Natural Landscape Characteristics	0.985	0.043	22.684	0	0.855
Agricultural, cultural and tourism resources and integration	→	Evaluation of road traffic convenience	1	-	-	-	0.803
Willingness and expectation of rural tourism development	→	Expectation of living environment improvement	1.079	0.051	21.176	0	0.817

Willingness and expectation of rural tourism development	→	The happiness index of life will raise expectations	1.095	0.051	21.431	0	0.824
Willingness and expectation of rural tourism development	→	Willingness to work in rural tourism-related industries	1.192	0.053	22.459	0	0.852
Willingness and expectation of rural tourism development	→	Support local willingness to develop rural tourism	1	-	-	-	0.8

Remarks:→Indicates regression influence relationship or measurement relationship  
Horizontal bar‘-’Indicates that the item is a reference item

**Fig. 1 Summary diagram of model regression coefficient1**

2. Infrastructure construction has a significant positive impact on the expectation of improving the happiness index of life

In order to explore the influence degree of different factors in rural tourism development on the expected improvement of local residents' happiness index, and to identify the key positive and insignificant influencing factors, the regression analysis results show that the happiness index will increase significantly by 0.144 units for each additional unit of infrastructure construction evaluation. Good infrastructure not only facilitates residents' daily life, but also attracts more tourists, promotes the development of agriculture, culture and tourism industry, drives the prosperity of local economy, and then improves residents' quality of life and reduces the risk of returning to poverty caused by poor living conditions.

Linear regression analysis results(n=510)				
	Non-normalized coefficient	Normalization coefficient	t	p
				Collinearity diagnosis

	B	Standard error	Beta			VIF	Tolerance
constant	0.527	0.219	-	2.404	0.017*	-	-
Evaluation of road traffic convenience	0.066	0.043	0.068	1.543	0.124	2.684	0.373
Evaluation of infrastructure construction	0.147	0.045	0.144	3.282	0.001**	2.644	0.378
Evaluation of natural landscape characteristics	0.156	0.05	0.149	3.147	0.002**	3.079	0.325
Evaluation of humanistic characteristics and cultural heritage	0.133	0.04	0.145	3.314	0.001**	2.622	0.381
Integration degree of agriculture, culture and tourism	0	0.026	0	-0.007	0.994	1.404	0.712
Evaluation of local rural environmental quality	-0.021	0.023	-0.027	-0.893	0.372	1.286	0.778
Evaluation of local investment promotion and capital introduction	0.084	0.034	0.101	2.472	0.014*	2.295	0.436
Proportion of the impact of infrastructure construction on economic development	0.02	0.041	0.021	0.49	0.625	2.461	0.406
The proportion of talents' influence on economic development	0.139	0.05	0.135	2.808	0.005**	3.181	0.314
Proportion of the impact of tourism development on social economy	0.134	0.037	0.163	3.676	0.000**	2.697	0.371
$R^2$	0.637						
Adjustment $R^2$	0.629						

F	$F(10,499) 87.404, p0.000$
D-W值	1.928

Remarks: Dependent variable The happiness index of life will raise expectations

\*  $p \leq 0.05$  \*\* $p \leq 0.01$

Fig. 2 Linear regression analysis results (n510)<sup>2</sup>  
3. The effectiveness of anti-poverty measures has a positive impact on residents' willingness to develop rural tourism  
Model analysis shows that anti-poverty measures and support have a positive impact on rural tourism development willingness and expectation. Effective anti-poverty measures can improve residents' confidence in the stability and sustainability of poverty alleviation achievements, enhance their enthusiasm and initiative to participate in rural tourism development, and make them more willing to devote themselves to the development of related industries, so as to further increase their income, consolidate the poverty alleviation effect and prevent them from falling into poverty again.

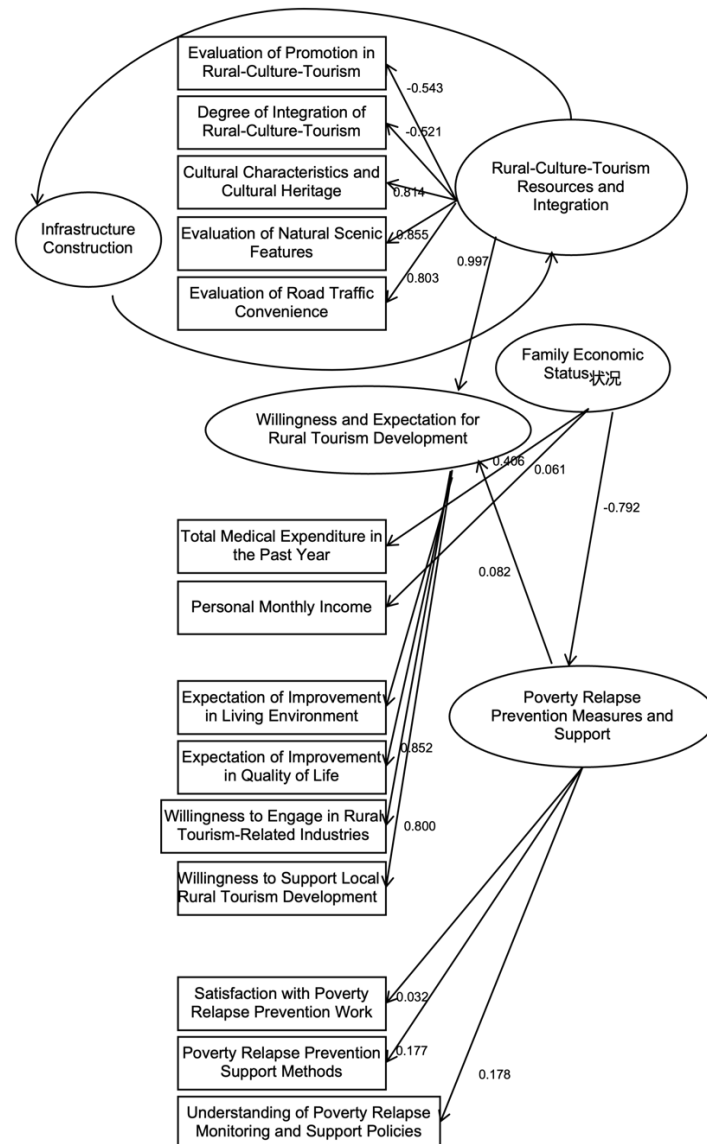


Fig. 3 Model result diagram3

## 5. Conclusion

This study focuses on the role of the integration of agriculture, culture and tourism in inhibiting the effect of returning to poverty in Yunnan's ethnic rural areas. Through in-depth field investigation and rigorous questionnaire collection, data analysis is carried out by using scientific methods such as structural equation model, and research results with both theoretical and practical value are obtained. The research proves that the resources and integration degree of agriculture, culture and tourism have a significant positive impact on the willingness and expectation of rural tourism development and family economic situation, and the integration of agriculture, culture and tourism can indirectly enhance the effectiveness of anti-poverty measures by improving the willingness and expectation of rural tourism development and improving family economic situation, which plays a key role in reducing the risk of returning to poverty. At the same time, infrastructure construction has a significant positive impact on the expectation of improving the happiness index. Good infrastructure not only facilitates residents' lives, but also attracts more tourists, promotes industrial development and drives economic prosperity, thereby improving the quality of life and reducing the risk of returning to poverty. In addition, effective anti-poverty measures can enhance residents' confidence in the stability of poverty alleviation achievements, improve their enthusiasm and initiative to participate in rural tourism development, form a virtuous circle, further consolidate the poverty alleviation effect and prevent the phenomenon of returning to poverty.

Based on the research conclusions, in order to realize the integration of agriculture, culture and tourism and form an effective way to restrain returning to poverty, this paper puts forward the following suggestions and measures: First, increase investment in infrastructure construction. The government should continue to increase investment in infrastructure construction directly through ethnic minority areas, improve transportation, communication, water and electricity facilities, enhance the convenience of residents' lives, attract more tourists, and promote the development of agricultural, cultural and tourism industries. At the same time, pay attention to the quality and efficiency of infrastructure construction to ensure that it can serve the local economic and social development stably for a long time. The second is to improve the measures to prevent returning to poverty. Build a comprehensive, accurate and sustainable system of anti-poverty measures, covering education, medical care, industry, employment and other aspects. In terms of educational support, increase investment to improve conditions and provide skills training to improve the quality of residents; In terms of medical assistance, expand the coverage of medical insurance and reduce the medical burden; Industrial support should be adapted to local conditions and financial and technical policy support should be given; Employment training needs to provide practical skills training and employment information to promote full and stable employment. At the same time, strengthen policy propaganda and implementation to ensure that residents know and benefit. The third is to innovate the integration mode of agriculture, culture and tourism. Encourage straight through ethnic minority areas to combine their own characteristics and explore innovative integration modes of agriculture, culture and tourism. Dig deep into the connotation of agriculture, culture and tourism resources, and create characteristic products and projects, such as farming experience, national culture display, eco-tourism, etc., so as to enhance attractiveness and competitiveness. Strengthen brand building, shape a unified publicity brand, and improve popularity and reputation. Use Internet, big data and other technologies to expand marketing channels, accurately locate target customer groups, expand market coverage, and promote the sustainable development of agricultural, cultural and tourism industries.

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