

Research on the Transformation and Upgrading of Rural Tourism around Chaohu Lake in the Context of Yangtze River Delta Integration

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Abstract: With the deepening of the integration of Yangtze River Delta, rural tourism around Chaohu Lake is facing new opportunities and challenges. The Chaohu Rim area is located in the core of the Yangtze River Delta region and has a favorable geographical position. It has convenient transportation, developed economy, dense population, strong consumption capacity and rich natural and human resources. The rural tourism industry in the context of Yangtze River Delta integration is facing the development trend of diversified market demand, regional synergy advantage, enhanced innovation driving force, and increased pressure on ecological protection. The development of rural tourism industry around Chaohu Lake faces the challenges of serious product homogenization, uneven service quality, imperfect supporting facilities, and insufficient publicity and promotion. This study proposes the transformation and upgrading strategy of rural tourism industry around Chaohu Lake by utilizing regional advantages, strengthening regional cooperation, improving service quality and promoting green development, and enhancing policy support.

Keywords: Yangtze River Delta integration; circum-Chao Lake; rural tourism; transformation and upgrading

1. Introduction

With the deepening of the Yangtze River Delta integration process, the rural tourism industry around Chaohu Lake is encountering new opportunities and challenges. Located in the core area of the Yangtze River Delta, the Chaohu Rim region benefits from its advantageous geographical location, convenient transportation, developed economy, dense population, and rich natural and human resources. These conditions provide a solid foundation for the development of rural tourism in the area. However, as the integration progresses, the rural tourism market demands become increasingly diversified, regional synergy advantages emerge, innovation driving forces enhance, and ecological protection pressures increase. The rural tourism industry around Chaohu Lake faces issues such as serious product homogenization, uneven service quality, inadequate supporting facilities, and insufficient publicity and promotion. This study aims to propose strategies for the transformation and upgrading of the rural tourism industry around Chaohu Lake by leveraging regional advantages, strengthening regional cooperation, improving service quality, promoting green development, and enhancing policy support to address current challenges and achieve high-quality and sustainable development. By analyzing the current status and development trends of the rural tourism industry around Chaohu Lake, and considering the strategic needs of the Yangtze River Delta integration, this paper explores feasible paths and innovative measures for the transformation and upgrading of the rural tourism industry in this region, providing theoretical support and practical guidance for its development. The Yangtze River Delta region is one of the most economically developed and open areas in China. In 2019, the Central Committee of the Communist Party of China and the State Council issued the "Outline of the Plan for the Integrated Development of the Yangtze River Delta Region," providing policy support for the integrated development of the region. In this context, rural tourism around Chaohu Lake, as an important industry, faces greater market space and competitive pressure. This paper will comprehensively review and analyze the geographical location and resource advantages, development status, and development trends of rural tourism around Chaohu Lake, combining relevant domestic and international research findings, to propose specific strategies and suggestions for transformation and upgrading, thereby promoting higher quality development of the rural tourism industry around Chaohu Lake in the process of Yangtze River Delta integration.

2. Presentation of the issue

Located at the core of the Yangtze River Delta region, the Chaohu Rim region is rich in natural landscapes and human resources[1]. In recent years, the Chaohu Rim region has actively developed rural tourism business and constructed a number of tourism projects such as characteristic towns, ecological wetlands and agricultural parks. However, with the deepening integration of the Yangtze River Delta, rural tourism around Chaohu Lake is facing new opportunities and challenges. The Yangtze River Delta region is one of the most economically developed and open regions in China. In 2019, the CPC Central Committee and the State Council issued the Outline of the Plan for the Integrated Development of the Yangtze River Delta Region, which provides policy support for the integrated development of the Yangtze River Delta region. Against this background, rural tourism around Chaohu Lake, as an important industry, faces new opportunities and challenges. Firstly, the integration of the Yangtze River Delta has brought about greater market space and competitive pressure. With the improvement of transportation infrastructure and the increase of population movement, a huge tourism market has been formed in the Yangtze River Delta region. This brings more sources of customers and opportunities for rural tourism around Chaohu Lake, as well as more competition and challenges. How to stand out among the many rural tourism destinations[2], has become a problem that rural tourism around Chaohu Lake needs to think about and solve. Secondly, the integration of Yangtze River Delta has raised the level of consumer demand and taste. With the economic and social development and the improvement of residents' income level, consumers' demand for rural tourism in the Yangtze River Delta region has not only increased in quantity, but also improved in quality. Consumers are no longer satisfied with single traditional projects such as agricultural experience, agro-paradise and fishing, but seek for more high-end, personalized and diversified rural tourism products[3]. How to meet the diversified needs of consumers has become an aspect of rural tourism around Chaohu Lake that needs to be innovated and improved. Finally, Yangtze River Delta integration emphasizes the protection and governance of the ecological environment. The Outline of the Plan for the Integrated Development of the Yangtze River Delta clearly puts forward the goal of "building a beautiful Yangtze River Delta" and requires "adhering to the concept of green development and strengthening ecological environmental protection and restoration"[4]. This puts forward higher requirements for rural tourism around Chaohu Lake, requiring the protection of Chaohu Lake's water resources and surrounding ecosystems while developing tourism. Based on the above reasons, we believe that rural tourism around Chaohu Lake needs to be upgraded and transformed. Specifically, the upgrading and transformation needs to achieve the following goals: to improve the quality and grade of rural tourism products; to enrich the types and forms of rural tourism products[5]; to realize the integrated development of rural tourism with agriculture, culture, science and technology and other industries; and to strengthen the coordinated development of rural tourism and ecological environment.

In recent years, domestic scholars have conducted in-depth research on the upgrading and transformation of rural tourism[6]. They have analyzed the development status and problems of rural tourism from different perspectives and put forward a series of solution strategies. These research results provide valuable references for us to understand and solve the problems encountered in the upgrading and transformation of rural tourism around Chaohu Lake[7]. For example, in his research, Professor Yuan Xiaoliang deeply analyzed the outstanding problems in the development of rural tourism, including short industrial chain, similar products and services, insufficient supporting facilities, weak environmental protection awareness, and lack of professional talents, and proposed a series of specific countermeasures. These countermeasures include the implementation of extending the rural tourism industry chain, improving the competitiveness of tourism products, perfecting the tourism supporting facilities, protecting the tourism ecological environment and strengthening the tourism talent team. In addition, China Rural Tourism Development Report (2022), edited by Associate Professor Wang Jinwei and Professor Wu Zhicai of the Department of Tourism Management of South China University of Technology, is the first rural tourism green book in China. The book provides a panoramic overview of the evolution and major achievements of China's rural tourism development[8], which is of significant landmark significance for China's rural tourism theoretical research and industrial practice. The book details the achievements and current situation of China's rural tourism development since the new era, summarizes the successful experience of rural tourism development, and further puts forward the basic ideas on the value and function of rural tourism on this basis, in order to help rural tourism achieve high-quality development.

There has been a certain research foundation on the transformation and upgrading of rural tourism industry in the Chaohu region, but it is not deep enough and specific enough. This paper combines the strategic background of the implementation of Yangtze River Delta integration with the actual situation

of the Chaohu Lake area, and conducts an in-depth discussion on the upgrading and transformation of rural tourism. Some feasible and innovative strategies and suggestions will be put forward, such as optimizing the structure of the tourism industry, improving the image of tourism products, and promoting the integration of new forms of tourism industry. These innovative strategies and suggestions will help promote the transformation and upgrading of rural tourism industry around Chaohu Lake and realize high-quality and sustainable development.

3. Overview of the development of rural tourism industry around Chaohu Lake

3.1 Geographical location and resource advantages

The Chaohu Rim region is strategically located in the heart of the Yangtze River Delta region[9]. It has convenient transportation, developed economy, dense population and strong consumption capacity. This provides a favorable external environment for the development of rural tourism. The Chaohu region has a perfect transportation network of highways, railroads and airlines[10], which is connected with Shanghai, Nanjing, Hangzhou and other big cities, and the transportation is convenient for tourists to come and go. The region around Chaohu is an important economic plate in the Yangtze River Delta region, with a number of high-tech industrial parks, modern agricultural demonstration zones, etc., and strong economic strength. The region is a densely populated area in the Yangtze River Delta region, with a population of nearly 10 million, of which the urbanization rate has reached more than 70%, and the income level of residents is higher than the national average. Residents in the region have strong consumption ability and willingness to consume, and have high demand and taste for rural tourism products.

In addition, the area around Chaohu Lake is rich in natural and human resources. Chaohu Lake is the fifth largest freshwater lake in China and the largest lake in the middle and lower reaches of the Yangtze River. The lake is characterized by beautiful scenery. Numerous historical and cultural towns, ancient villages, folk customs and other rural tourism resources are distributed around Chaohu Lake. These resources provide rich materials for the development of rural tourism[11]. With rich water resources and biological resources, Chaohu Lake is a national key ecological function area and a national nature reserve. There are also some mountains, forests, grasslands and other natural landscapes around Chaohu Lake[12], forming a diversified ecosystem. With a long history and cultural heritage, the area around Chaohu Lake is one of the birthplaces of ancient Chinese civilization. There are many historical towns, ancient villages, ancient buildings, ancient ruins and other humanistic landscapes, demonstrating the traditional culture and customs of the Chinese nation. There are also some characteristic rural tourism resources, such as fishery culture, tea culture and folk culture. These resources add unique charm and flavor to rural tourism.

3.2 Status of development of rural tourism industry

As people's attention to rural tourism continues to increase[13], the rural tourism industry around Chaohu Lake has also been developed rapidly. In terms of the development status of rural tourism industry, it can be specifically elaborated from the aspects of rural tourism projects, infrastructure construction and industrial development level. First of all, the development and promotion of rural tourism projects have injected new vitality into the rural tourism industry around Chaohu Lake. Various types of rural tourism projects such as rural sightseeing, farmland experience, and B&B accommodation have emerged one after another[14], providing tourists with diversified tourism choices. For example, traditional villages, farmland landscapes and special agricultural experience projects around Chaohu Lake are favored by tourists. These projects have attracted the attention and participation of a large number of tourists by showcasing the natural scenery, cultural history and traditional lifestyle of the countryside. Secondly, the rural tourism industry around Chaohu Lake has made remarkable progress in infrastructure development. In order to improve the quality and service level of rural tourism, Chaohu Rim has increased its investment in tourism infrastructure. The construction of road traffic, parking lots, visitor service centers and other infrastructures has been continuously improved, providing tourists with a more convenient and comfortable tourism environment. At the same time, Huancao Lake has also increased the construction of public health facilities and environmental protection facilities, which has improved the safety and environmental comfort of tourists. The level of development of the rural tourism industry has also gradually improved. Rural tourism enterprises around Chaohu Lake have actively promoted industrial upgrading and continuously improved product quality and service level. Some rural tourism enterprises have

improved their internal management efficiency and operation quality by introducing advanced management concepts and technical means. At the same time, the enterprises also focus on cultivating the professional quality and service consciousness of their employees, which improves the quality of service experience and the satisfaction of tourists. In addition, the rural tourism industry around Chaohu Lake actively participates in tourism exchanges and cooperation at home and abroad, and promotes the overall development of the rural tourism industry by attracting foreign tourists and investment[15].

3.3 Development trend of rural tourism industry in the context of Yangtze River Delta integration

Yangtze River Delta integration is a national strategy and an important initiative to promote high-quality development and build a modernized economic system. In the context of Yangtze River Delta integration, the rural tourism industry around Chaohu Lake is facing new opportunities and challenges, and needs to grasp the following development trends:

First, market demand diversification: with the improvement of people's living standards and changes in consumer attitudes, tourism market demand is increasingly diversified, personalized, quality. Tourists not only pursue sightseeing and leisure, but also pay more attention to cultural experience, ecological experience, health and wellness. Rural tourism industry around Chaohu Lake should adapt to the changes in market demand, provide more rich and diverse, distinctive, high-quality rural tourism products and services to meet the diversified needs of consumers.

Second, the advantages of regional synergy appeared: triangle integration background through the cooperation and synergy between different regions, and jointly promote the development of rural tourism industry, to achieve mutual benefit and win-win situation. Yangtze River Delta integration for the rural tourism industry around Chaohu Lake provides a broader regional market and more convenient regional transportation. The area around Chaohu Lake should make full use of the advantages of regional synergy, strengthen cooperation with Shanghai, Nanjing, Hangzhou and other big cities, create inter-provincial and municipal rural tourism boutique routes and destinations, and attract more middle- and high-end sources of tourists. First of all, the Yangtze River Delta region consists of four provinces and cities, namely Shanghai, Jiangsu, Zhejiang and Anhui, which possess rich natural and humanistic resources and have the foundation for developing rural tourism industry. Through regional synergy, the sharing and integration of resources can be realized, and each region can give play to its own advantages in the rural tourism industry according to its own characteristics and resource advantages. Secondly, regional synergy can promote the scale development of rural tourism industry. Through cooperation, it can integrate the tourism resources of each region, form diversified tourism products and routes, and improve the overall attractiveness and competitiveness. At the same time, it can realize the optimal allocation of resources, improve the efficiency of resource utilization, reduce costs, and promote the scale development of rural tourism industry. In addition, regional synergy can promote the quality of rural tourism industry. Through cooperation, regions can share experience and technology to improve service quality and management level. At the same time, talent training and exchange can be strengthened to improve the professional quality of practitioners and provide tourists with a better tourism experience. Finally, regional synergy can promote the market expansion of rural tourism industry. Through cooperation, market coverage can be expanded to attract more tourists to the Yangtze River Delta region. At the same time, the visibility and reputation of the rural tourism industry can be improved through joint marketing and publicity and promotion, attracting more investments and partners.

Third. Enhanced innovation-driven power: The integration of Yangtze River Delta has brought richer scientific and technological resources and innovative elements to the rural tourism industry around Chaohu Lake. The region around Chaohu Lake should make full use of the innovation-driven force, strengthen cooperation with universities, research institutions, enterprises and other innovation bodies, introduce new technologies, new modes and new forms of business such as digitalization and intelligence, and enhance the innovation level and added value of rural tourism products and services. In the context of the integration of the Yangtze River Delta, the rural tourism industry needs to adapt to the new situation and strengthen its innovation capacity. Innovation can be reflected in product development, marketing and promotion, and management mode. Rural tourism enterprises around Chaohu Lake need to actively introduce new technologies, concepts and management models to enhance the competitiveness and market influence of their products. For example, some rural tourism enterprises have begun to use the Internet and big data technology to carry out accurate marketing and personalized customization to enhance the tourists' travel experience. Meanwhile, some innovative rural tourism projects have been promoted and applied, such as online sales of agricultural products in

farmhouses and the design and construction of specialty lodgings. These innovative initiatives have injected new vitality into the development of rural tourism industry around Chaohu Lake.

Forth. Increased pressure on ecological protection: the integration of the Yangtze River Delta has put forward higher ecological protection requirements for the rural tourism industry around Chaohu Lake. Along with the rapid development of rural tourism industry, the pressure of ecological protection is also increasing. The natural ecological resources of the Chaohu Lake area are an important foundation for rural tourism, but they are also facing the risk of destruction and pollution. Therefore, the rural tourism industry around Chaohu Lake needs to increase the protection of the ecological environment and establish a sound ecological protection mechanism. On the one hand, it is necessary to strengthen the supervision and management of rural tourism activities to ensure that the impact of tourism activities on the ecological environment is minimized. On the other hand, it is necessary to promote the combination of rural tourism and ecological protection to realize the sustainable development of ecology, economy and society. For example, some rural tourism enterprises have begun to carry out ecological agriculture and organic agriculture, realizing the dual goals of ecological environmental protection and farmers' income generation through ecological agricultural tourism and sales of agricultural products. The area around Chaohu Lake should adhere to ecological priority and green development, strictly abide by the red line of ecological protection and environmental capacity limitations, implement ecological compensation and green evaluation mechanisms, promote the combination of rural tourism and ecological restoration, and realize the coordination between rural tourism and ecological civilization.

4. Challenges to the Development of Rural Tourism Industry around Chaohu Lake

4.1 Serious product homogenization

In the development process of rural tourism industry around Chaohu Lake, the product homogenization problem is increasingly prominent. This is mainly manifested in the following aspects: First, the content of tourism programs are similar. Many rural tourism sites offer similar traditional projects such as agricultural production and picking, agro-paradise, fishing, etc., lacking sufficient innovation and differentiation. This makes consumers lack sufficient attraction when choosing a tourist destination. For example, if multiple tourist spots offer the same orchard picking experience, consumers may feel that no matter which tourist spot they choose, the experience will be more or less the same, which reduces their interest in and expectation of the particular tourist spot. Second, the form of tourism products is single. Currently, rural tourism products in the Chaohu area are mainly based on sightseeing and leisure tours, lacking in-depth experience and interactive participation in the form of products. For example, few tourist spots provide in-depth experience programs for tourists to participate in agricultural activities, learn traditional crafts, experience folk culture and so on. This form of singularity makes rural tourism products can not meet the increasingly diversified and personalized needs of consumers. Third, tourism product innovation is insufficient. Despite the rich rural tourism resources around the Chaohu Lake area, there are still some shortcomings in product development and innovation. Many rural tourist spots fail to fully explore and utilize local natural resources, history and culture, folk customs and other elements to develop unique and attractive tourism products. For example, some rural tourist spots with rich aquatic resources have failed to develop tourism products such as specialty aquatic cuisine, water recreation and water adventure.

4.2 Uneven quality of services

Rural tourist spots around the Chaohu Lake area have large gaps in service quality. First, the quality of service personnel is uneven. The service quality of rural tourism depends largely on the quality of service personnel. However, there are some problems in this regard in the rural tourist spots around the Chaohu Lake area. The service personnel of some tourist spots have received professional training and have good service skills and professionalism; however, the service personnel of some tourist spots lack professional knowledge and service consciousness, and are unable to provide satisfactory services. Second, the service facilities and environment vary greatly. There are also big differences in service facilities and environment among rural tourist spots around Chaohu Lake. Some tourist spots have perfect facilities and beautiful environments, which can provide tourists with a comfortable and pleasant experience; however, there are also some tourist spots with outdated facilities and dirty environments due to insufficient investment or poor management, which seriously affects tourists' experience. Third, the service process and norms are missing. Good service requires not only excellent

personnel and facilities, but also standardized processes and standards. However, the rural tourist spots around the Chaohu Lake area have yet to improve in this regard. Some tourist spots do not have clear service processes and standards, resulting in chaotic and inefficient service processes; some tourist spots do not strictly implement service specifications, resulting in uneven service quality.

4.3 Inadequate supporting facilities

First of all, the infrastructure is imperfect. Many rural tourist spots have deficiencies in terms of infrastructure. For example, unclear traffic instructions, insufficient parking facilities, and poor restroom facilities. All these problems will affect tourists' travel experience and reduce their satisfaction with rural tourism. Therefore, it is necessary to increase the investment and construction of infrastructure to provide a more convenient and comfortable tourism environment. Secondly, tourism service facilities are lacking. There are also some problems in tourism service facilities in rural tourist spots around Chaohu Lake area. For example, there is a lack of food and beverage service facilities, poor accommodation, and missing facilities for recreational activities. These problems can limit tourists' activity choices and affect their tourism experience. Therefore, there is a need to enrich and improve tourism service facilities to provide richer and more diverse tourism activities. Finally, there are insufficient information service facilities. There are also some problems in information service facilities in the rural tourist spots around Chaohu Lake area. For example, there is a lack of information service facilities such as guide boards, maps, brochures, etc., which leads to tourists easily getting lost or missing important attractions during their visits and activities. Therefore, there is a need to strengthen the construction of information service facilities to provide more detailed and accurate tourism information.

4.4 Insufficient publicity and promotion

There are some problems in the publicity and promotion of rural tourism industry around Chaohu Lake, which are mainly manifested in the following aspects: First, low brand awareness. Although the area around Chaohu Lake has rich rural tourism resources, there are still some problems in brand building and promotion. Many excellent rural tourism projects lack effective publicity, resulting in their limited visibility and influence. This requires improving the visibility and influence of rural tourism projects by strengthening brand building and promotion. Second, the marketing means is single. At present, the rural tourism spots around the Chaohu Lake area mainly rely on traditional advertising and word-of-mouth promotion in terms of marketing means, and lack modern marketing means such as new media and network marketing. This requires the introduction of new media and network marketing and other means to broaden marketing channels and improve marketing effectiveness. Third, the target market positioning is vague. Rural tourism spots around the Chaohu Lake area are often too broad in market positioning and lack of targeting. This requires in-depth study of market demand and consumer behavior, clear target market positioning, and develop accurate marketing strategies.

5. The Transformation and Upgrading Strategy of Rural Tourism Industry around Chaohu Lake

5.1 Capitalizing on regional strengths

The Yangtze River Delta region, with its developed economy and large population, is an important tourism market in China. Rural tourism around Chaohu Lake should make full use of this advantage to attract more tourists. Residents of the Yangtze River Delta region have a high consumption level and tourism demand, which provides a broad market space for rural tourism around Chaohu Lake. Through effective marketing, more residents in the Yangtze River Delta region can be attracted to rural tourism around Chaohu Lake. The Yangtze River Delta has well-developed transportation, with a dense network of highways and railroads, which makes rural tourism around Chaohu Lake have good transportation conditions. Tourists can be further attracted by providing convenient transportation services, such as customized tourist shuttles and navigation services. In the context of the integration of the Yangtze River Delta, rural tourism around Chaohu Lake can share resources with neighboring cities and scenic spots, such as sharing tourism information and joint promotion, in order to achieve mutual benefits and win-win situations.

5.2 Strengthening regional cooperation

In the context of the integration of the Yangtze River Delta, rural tourism around Chaohu Lake should strengthen cooperation with neighboring cities and scenic spots to share resources and achieve a win-win situation. Rural tourism around Chaohu Lake can share resources with neighboring cities and scenic spots. For example, it can share tourism information, joint promotion and so on, in order to realize mutual benefit and win-win situation. This can not only improve the overall efficiency of tourism, but also help to enhance the popularity and influence of rural tourism around Chaohu Lake. Rural tourism around Chaohu Lake can be jointly promoted with neighboring cities and scenic spots. By creating a series of cross-regional tourism routes and products, it can attract more tourists. It can also increase the activity of the tourism industry by jointly organizing various tourism activities. In the context of the integration of the Yangtze River Delta, rural tourism around Chaohu Lake should actively coordinate its policies with neighboring cities and scenic spots. Through unified policy planning and implementation, the development of rural tourism industry can be effectively promoted.

5.3 Improving the quality of services

Providing high-quality tourism services is the key to enhancing the competitiveness of the rural tourism industry. The professional quality of service personnel can be improved through training, and at the same time, tourism facilities can be improved to provide a comfortable and convenient tourism environment. Through regular training and education, the professional quality and service consciousness of service personnel can be improved. This can not only improve the satisfaction of tourists, but also help to improve the overall image of rural tourism around Chaohu Lake. Improving tourism facilities is an important means to enhance service quality. A comfortable and convenient tourism environment can be provided by remodeling and upgrading tourism facilities, such as accommodation, catering and entertainment. Strict service standards are formulated and implemented to ensure that every tourist can enjoy high-quality services. At the same time, regular service quality assessment and feedback are conducted to continuously improve service quality ...

5.4 Promoting green development

In the development of the tourism industry, attention should be paid to ecological environmental protection and sustainable development. It is possible to promote the transformation of the rural tourism industry into a green and low-carbon direction through the implementation of green tourism programs. Rural tourism around Chaohu Lake should actively take measures to protect the ecological environment, such as implementing garbage classification, limiting the number of tourists, and banning hunting. At the same time, environmental education for tourists should be strengthened to enhance their environmental awareness. A series of green tourism programs can be developed, such as ecological sightseeing, agricultural experience and nature education. These projects not only allow tourists to get close to nature and experience rural life, but also help to enhance the brand image of rural tourism around Chaohu Lake. While developing the tourism industry, sustainable development should be emphasized. Rational planning and management can be used to ensure that the development of tourism does not have a negative impact on the environment and communities.

5.5 Enhancing policy support

The Government should introduce a series of policies, including financial subsidies and tax concessions, to encourage and support the development of the rural tourism industry. The government can encourage and support the development of the rural tourism industry by providing financial subsidies. For example, certain financial subsidies can be given to enterprises and individuals who invest in rural tourism projects. The government can reduce the operating costs of the rural tourism industry by providing tax incentives. For example, for rural tourism enterprises, it can reduce or waive part of the taxes and fees they need to pay. In addition to financial subsidies and tax incentives, the government can also introduce other preferential policies, such as preferential land use rights and low-interest rate loans, to further encourage and support the development of the rural tourism industry.

6. Conclusion

In conclusion, with the continuous advancement of the Yangtze River Delta integration process, the

rural tourism industry around Chaohu Lake is facing unprecedented opportunities and challenges. Despite the region's advantageous geographical location and rich natural and cultural resources, the industry still grapples with issues such as product homogenization, uneven service quality, inadequate supporting facilities, and insufficient publicity and promotion. To address these challenges and achieve high-quality and sustainable development, this paper proposes strategies including leveraging regional advantages, strengthening regional cooperation, improving service quality, promoting green development, and enhancing policy support. By fully utilizing the synergistic advantages of the Yangtze River Delta region, the Chaohu Rim area can attract more tourists, achieve resource sharing, and promote the scale and high-quality development of the tourism industry. Meanwhile, by strengthening innovation-driven development and utilizing digital and intelligent technologies, the region can enhance the added value of tourism products and services, meeting the increasingly diverse needs of tourists. Within the framework of green development, the rural tourism industry should focus on ecological environmental protection, achieving harmony between tourism and ecological civilization. Additionally, the government should introduce more supportive policies, providing financial subsidies and tax incentives to encourage enterprises and individuals to participate in the development and construction of rural tourism projects. Through a comprehensive analysis of the current status and development trends of the rural tourism industry around Chaohu Lake, combined with the strategic needs of the Yangtze River Delta integration, this paper puts forward specific strategies and suggestions for transformation and upgrading. These innovative strategies will help promote the transformation and upgrading of the rural tourism industry around Chaohu Lake, facilitating higher-quality development in the context of the Yangtze River Delta integration. In the future, the rural tourism industry around Chaohu Lake needs to continuously explore new development paths, actively respond to the dual challenges of market changes and ecological protection, and achieve coordinated economic, social, and ecological benefits, ultimately realizing the sustainable development of the rural tourism industry.

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