

Research on the Integrated Development of Rural Tourism and Agricultural Modernization: A Case Study of Shankou Village in Zhaoqing City

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Abstract: Rural tourism is not only an important branch of tourism, but also a key driver of rural revitalization strategy. It not only aids in the modernization of agriculture and rural areas but also fosters urban-rural integration and poverty alleviation in poor areas. Zhaoqing City actively responds to national policies, adopts a new development concept, strengthens planning, improves facilities, optimizes the environment, and promotes the marketization and industrialization of rural tourism, achieving remarkable results. The research team focused on Shankou Village in Zhaoqing City, conducting multi-dimensional research and in-depth analysis of the positive impact of the integrated development of rural tourism and agricultural modernization on the rural economy, while employing empirical analysis methods to scientifically assess the effectiveness of its development. The study not only verifies the economic promotion effect of integrated development, but also reveals its inner mechanism, which provides strong support for policy making. Based on the research results, this paper puts forward targeted policy recommendations, aiming to further promote the in-depth integration of rural tourism and agricultural modernization, and help the in-depth implementation of the rural revitalization strategy.

Keywords: Rural revitalization; Rural tourism; Agricultural modernization; Integrated development

1. Research Background

With the rapid development of China's economy, the strategy of rural revitalization has gradually emerged as an important direction in national development. In recent years, the state's investment in the development of rural tourism has gradually increased, and rural tourism is considered an engine for building new rural areas and upgrading the level of agricultural modernization.[1] Rural revitalization is an all-round revitalization that includes industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization, and the implementation of the strategy of rural revitalization. The overall goal is the modernization of agriculture and rural areas, the overall policy is to insist on giving priority to the development of agriculture and rural areas, the overall requirements are prosperous industries, ecological livability, civilized countryside, effective governance, and a rich life, and the institutional guarantee is to establish and improve the institutional mechanism and policy system for the integrated development of urban and rural areas. The Opinions of the State Council of the Central Committee of the Communist Party of China on Comprehensively Promoting Rural Revitalization and Accelerating Agricultural and Rural Modernization points out that the integrated development of rural tourism and agricultural modernization is considered an important way to achieve economic growth in rural areas and improve farmers' living conditions. The integrated development of rural tourism and agricultural modernization is poised to become the primary driving force for optimizing the rural economy, preserving rural culture and traditions, and constructing new rural areas that are pleasant to live in.[2] Figure 1 shows that the disposable income of rural residents has been increasing in recent years.

Dou (2021) stated that rural tourism, as an emerging form of tourism, has attracted a significant number of tourists due to its unique rural landscape and natural resources. Agricultural modernization,

on the other hand, improves the efficiency of agricultural production and the quality of agricultural products through the introduction of advanced agricultural technologies and management models. The integration of the two not only promotes the development of the rural economy but also promotes the transformation and upgrading of agriculture, realizing the win-win situation of agriculture and tourism.

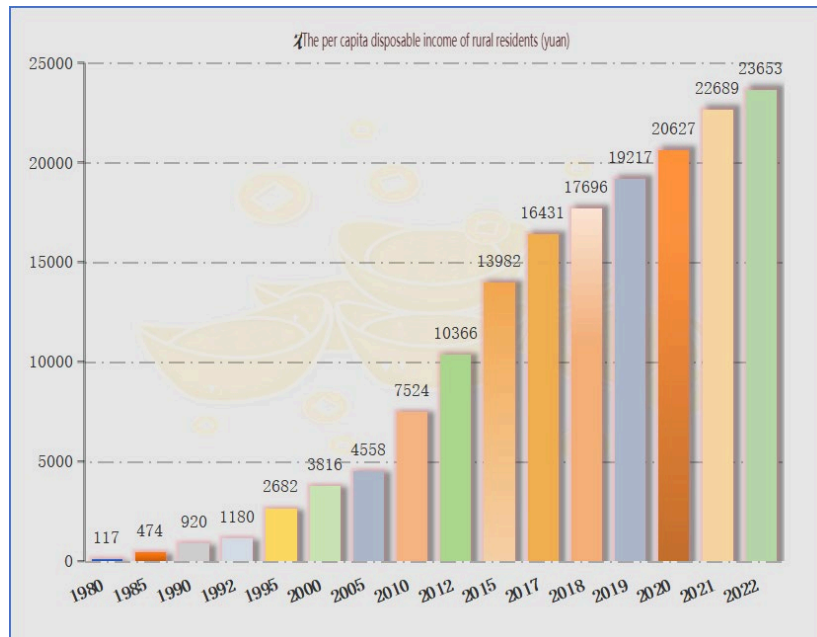


Figure 1: Table of per capita disposable income of rural residents in Zhaoqing City

1.1. Basic Information of Xiangshan Forest Park in Gaoyao District

Gaoyao District is deeply implementing the "Six Actions" for the precise improvement of forest quality, the improvement of green beauty in urban-rural integration, the improvement of green channel quality in green and beautiful protected areas, the improvement of the protection of ancient and famous trees, and the green protection of green planting by all the people, and promoting the steady progress of green and beautiful ecological construction in Gaoyao District. The Figure 2 is a plan of the Gaoyao District, showcasing the local spatial layout and functional zoning. Xiangshan Forest Park is located in Gaoyao City, covering an area of about 5,337 mu, with unique forest resources. As one of the important implementation projects, the construction contents include the precise improvement of forest quality, the improvement of the green beauty of the reserve, the improvement of the quality of the green channel, the love for green planting by all the people and the green protection action. The project is divided into three years of construction period, committed to building public entertainment, sports, tourism, ecological protection and science and education in one of the urban forest park. And focus on showing the effect of Guangdong green ecological construction. In 2023, the government has carried out the objectives of mountain parks, forest optimization, infrastructure construction, natural science education and other work, completed the optimization and upgrading of 691 mu of low-quality and inefficient forests, construction of 2000 meters of characteristic landscape, construction of ecological landscape of plantation Le Du, and optimization of forest structure, planted more than 32,000 plants such as azalea, muhu, saffron oil and tea; and built 4.9 kilometers of natural science education trails and 1.4 kilometers of new forest trails. By now (November 23), 20,500 mu of forest stands have been optimized in Gaoyao District, 401,900 mu of afforestation nurseries have been added, and 12,800 mu of forest nurseries have been planted in forest farms; 18 forest villages at or above the provincial level, 3 forest towns at the provincial level, 1 green and beautiful ancient tree township, 1 red and green beautiful township have been built, the integration and optimization of 17 nature reserves have been completed, 12 kilometers of forest stands have been optimized and upgraded for main traffic arteries have been completed, 8.41 kilometers forest trails have been built, 465 ancient trees have been planted in fine protection areas, and ancient and famous trees in endangered areas have been rescued in a timely manner; a total of 29 voluntary tree planting activities have been conducted; 25,000 native broad-leaved tree species have been planted; and a number of theme forests have been built, such as women's forests, pioneer forests of Party members, communist forests, youth forests and guilds.



Figure 2: Floor plan of Gao Yao District

1.2. Forest construction in Gao Yao District

According to the content of the public announcement by the Gaoyao District Forestry Bureau, it was revealed that Gaoyao District is abundant in forest resources, with forest reserves totaling approximately 7.16 million cubic meters. The region boasts a forest coverage rate of 60.77%, and efforts in forest management and care continue to intensify. Notably, as October approaches, the wind becomes drier, combustible materials accumulate, and forest fire hazards escalate. In response, towns (streets) and villages (communities) across the region, particularly those located near hills, have deployed forest rangers on duty to safeguard the forests, with local villagers actively participating in frontline forest protection.

Gaoyao District has also fully referred to the advanced experiences of other regions and took the lead in launching the "forest chief + forest judge" collaborative mechanism in the city in October 2023. This mechanism clarifies that trial authorities, forestry departments, and collaborative units within the forest chief system should strengthen joint consultations to promote uniformity in forestry administrative law enforcement and forest-related adjudication standards. Furthermore, a long-term mechanism for sharing information on forestry resources, law enforcement, and environmental resources adjudication has been established. This includes the establishment of a long-term mechanism for sharing data and information on forestry resources, law enforcement cases, and environmental resources trials, thereby breaking down the "data barriers" between forest-related administrative law enforcement and trial information. To enhance service guarantees, the district is exploring the establishment of a "Forest Judge" studio and "Forest Court," and increasing the number of judges for nature reserves and forests. The collaborative unit will strengthen service guarantee, explore the establishment of "forest judge" studio, "forest court," increase the trial of forest-related cases in nature reserves, state-owned forests and other important ecological areas, and properly resolve civil and administrative disputes related to forests. At the same time, the collaborating units will also make efforts to strengthen joint special actions to combat criminal acts against forestry resources, strengthen joint protection and restoration, strengthen joint publicity of the law, strengthen joint talent training, etc., and strive to comprehensively establish the working mechanism of "Forest Chief + Forest Judge" at the district and town (street) levels by the end of 2025, to promote the advantages of the forest chief system and the functional advantages of the judiciary are transformed into governance effectiveness, and the level of ecological construction and governance of green and beautiful Gao Yao is enhanced.

1.3. Status of rural tourism and agricultural modernization in Shankou Village

1.3.1. Status of rural tourism development:

Relying on the unique natural resources and cultural characteristics of Jinxiangshan Forest Park, Shankou Village has developed a rural tourism program that focuses on ecological agriculture, folklore experiences, leisure, and vacation. Village infrastructure has improved, and the quality of tourism services has been upgraded, attracting residents from neighboring cities to come and experience.

1.3.2. Development of agricultural modernization:

Shankou Village has promoted modern agricultural technology, which has improved the efficiency of agricultural production and product quality. Villagers have increased the added value of agricultural products by participating in rural tourism and realizing an organic combination of agriculture and tourism.

1.3.3. Integration of development features:

The government, villagers, and enterprises have worked together in a concerted manner to form a model of integrated development, with rural tourism as the carrier and agricultural modernization as the basis.

By participating in the rural tourism program, villagers increased their economic income, enhanced their sense of participation, and belonged to the development of their villages.

However, behind the thriving development scene, the research team identified a series of problems that needed to be solved. First, the policy effect has not been fully released; second, the lack of funds has become a bottleneck restricting project advancement, coupled with the uneven level of the construction team, which affects the overall quality of the construction; further, the rich cultural resources have not been effectively utilized, and the participation of the younger generation is low, which, to a certain extent, restricts the release of the vitality of the countryside and the enhancement of the capacity for sustainable development.

Therefore, the project team went to Shankou Village, Gaoyao District, Zhaoqing City for seven days to conduct field research activities to understand the problems and absorbable experiences in the process of integrating rural tourism and agricultural modernization in the countryside.

2. Purpose, Target Group and Research Methodology

2.1. Purpose and Target of Research

The purpose of this survey is to accurately grasp the characteristics of the needs of villagers in Shankou Village in terms of rural tourism and agricultural modernization and to collect villagers' views and suggestions on the integration and development of rural tourism and agricultural modernization to provide a scientific basis for the formulation of a development plan in line with the village's public opinion. Specific objectives include:

(1) Survey of villagers' views on rural tourism: Determine the level of villagers' knowledge of rural tourism, their supportive attitudes, and perceived advantages and challenges in their development. This project explores whether villagers are aware of rural tourism, whether they support the development of rural tourism, and what villagers in the village are considered to be the main challenges to the development of rural tourism in Shankou Village. This information will help the project to assess villagers' acceptance of rural tourism and their willingness to participate.

(2) Survey of villagers' perceptions of agricultural modernization: To understand villagers' understanding of agricultural modernization, their willingness to participate in it, and their specific suggestions for promoting agricultural modernization. By understanding villagers' perceptions and expectations of agricultural modernization, the project can assess the potential impact of agricultural modernization on villagers' lives and propose improvement measures based on their feedback.

(3) Analyzing the demand for the integrated development of rural tourism and agricultural modernization: Investigating the villagers' views on the feasibility of integrated development, the problems they aim to solve, and their suggestions for future development initiatives. This project will explore villagers' views on the integrated development of rural tourism and agricultural modernization and determine whether villagers consider such integrated development feasible and what problems they hope to solve through such development.

(4) Collecting villagers' willingness to participate and specific suggestions: Determine whether villagers are willing to participate in the construction of rural tourism and agricultural modernization, as well as the ways in which they would like to participate and their specific suggestions. Villagers' participation and specific suggestions provided valuable references for the formulation of practical development programs for this project.

Research target: Shankou Village, Nanan Street, Gaoyao District, Zhaoqing City, Guangdong

Province, China.

2.2. Research Methodology

2.2.1. Questionnaire method

The questionnaire survey method is one of the main methods of this study, in which a structured questionnaire was designed and surveyed by the villagers of Shankou Village to collect their views and needs regarding the integrated development of rural tourism and agricultural modernization in the village. The advantage of the questionnaire survey method is that it can cover a large range of people and collect a large amount of quantitative Figures, thereby providing reliable Figures for this study. The questionnaire design was a key component of the survey method. In this project, according to the research purpose and research questions, questions covering various aspects, such as villagers' basic information, views on rural tourism, views on agricultural modernization, and the need for the integrated development of rural tourism and agricultural modernization were designed. The questionnaire was a combination of multiple-choice and open-ended questions to obtain a comprehensive understanding of the villagers' opinions and suggestions. To ensure the representativeness of the questionnaire, villagers of different ages, genders, educational levels, and occupational backgrounds in Shankou Village were selected as survey respondents. Sample size was determined using statistical principles to ensure Figures validity and reliability. The questionnaires were distributed online and face to face. In this project, face-to-face distribution and collection of questionnaires were carried out together with the director of Yamaguchi village to improve the collection rate of the questionnaires and reliability of the Figures. Online questionnaires were distributed through social media and WeChat groups to facilitate villagers to fill in the questionnaires at any time. After the questionnaires were collected, the Figures were sorted and analyzed using the professional Figures analysis software SPSS. This project adopts relevant methods to analyze the basic situation of villagers, their views and needs for rural tourism, and agricultural modernization and summarizes representative conclusions and suggestions. Through the questionnaire survey method, this project was able to comprehensively understand the needs and views of the villagers of Shankou Village regarding the integration and development of rural tourism and agricultural modernization to provide Figures support for the formulation of scientific and reasonable development planning.

2.2.2. In-depth interview method

The in-depth interview method, proposed by Charles Cooley, collects in-depth views and detailed needs of the villagers on the integration and development of rural tourism and agricultural modernization through one-on-one face-to-face communication with survey respondents. Compared to the questionnaire survey method, the in-depth interview method can obtain more qualitative Figures and reveal villagers' deep-seated needs and real thoughts. The selection of interviewees for the in-depth interview method was very important. Representative villagers in Shankou Village, including village cadres, rural tourism practitioners, agricultural growers, and ordinary villagers, were selected for this project. By conducting interviews with villagers of different identities and backgrounds, it is possible to gain a comprehensive understanding of the views and needs of villagers in the village in terms of rural tourism and agricultural modernization. A detailed outline was provided to ensure the systematic and coherent nature of the interviews. The interview outline included questions on the understanding of rural tourism and agricultural modernization, evaluation of the current development situation, and expectations and suggestions for future development. The interview outline can be flexibly adjusted according to the specific situation in the actual interview process to ensure comprehensiveness and depth of the interview content. The interview process is key to obtaining effective information. In this project, Cantonese-speaking students conducted one-on-one in-depth interviews to understand the real thoughts of the villagers through open-ended questions and listening. The interview process focused on building a trusting relationship with the interviewees to ensure that the villagers could speak freely. After the interview, the interviewer recorded the interviews in detail and organized and analyzed the interview Figures. This project classifies and summarizes the interview Figures and refines representative views and suggestions. Through the in-depth interview method, the project can identify deep-rooted problems that the questionnaire survey cannot reveal, and provide important references for the formulation of more targeted development plans.

2.2.3. Field trip method

The fieldwork method involves obtaining first-hand real information through on-site visits and observations in Yamaguchi Village. The fieldwork method not only verifies the results of the

questionnaires and in-depth interviews but also identifies potential problems and opportunities. Fieldwork objects include natural resources, agricultural production, infrastructure, and tourism resources in Yamaguchi Village. In this project, the main attractions of Shankou Village and Xiangshan Forest Park, village layout, and transportation situation were comprehensively examined to obtain detailed field information. Field inspections include the protection and utilization of natural resources, agricultural production methods and technology levels, improvement of infrastructure, and development and management of tourism resources. Through field visits, this project can visualize the actual situation of Shankou Village and provide reliable Figures for this study. This project adopts various methods, such as visiting, taking photos, and recording videos, to record the field situation. After the visit, the project organized and analyzed the fieldwork Figures. By comparing and analyzing the results of fieldwork with questionnaires and in-depth interviews, the reliability of the Figures can be verified, and potential problems and directions for improvement can be identified. Through fieldwork, this project can provide a comprehensive understanding of the resource situation and development status of Shankou Village, which will provide an important basis for the formulation of scientific and reasonable development planning.

3. Research Figures Analysis

3.1. Basic situation of villagers in Shankou village

According to Figure 3, the age distribution of villagers in Shankou Village varies greatly, with 53% of the research population over 60 years old. Young people aged 18-30 years old accounted for 38% of the total research, 31-45 years old accounted for 3% of the total, and 46-60 years old accounted for 6% of the total. This shows that the population of Shankou Village is aging more seriously, with a large number of elderly and young people in the village and a smaller number of people in their prime years.

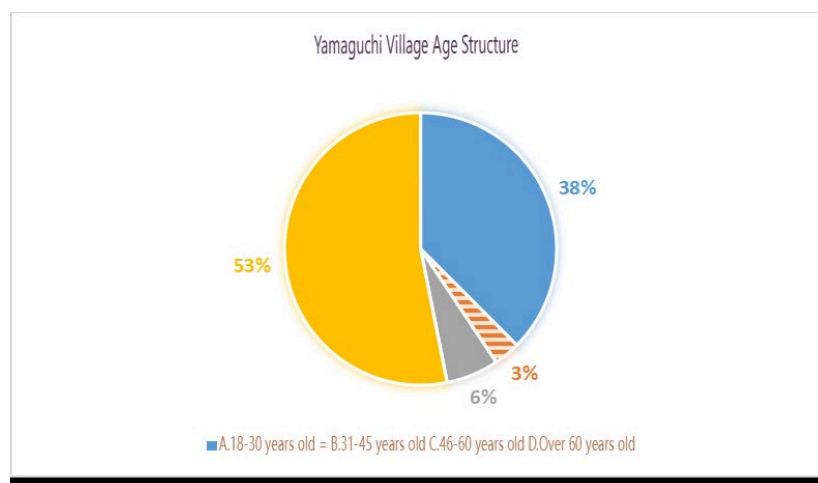


Figure 3: Age structure of Yamaguchi Village

3.2. Advantages of rural tourism in Yamaguchi Village and its impact on local economic development

Based on Figure 4, 56% of the villagers believe that Shankou Village has beautiful natural scenery, 13% consider the folk culture to be unique, 16% found the agricultural products abundant, 11% regard transportation as convenient, and 4% believed there was no advantage. Most villagers believe that the village has the potential to develop rural tourism; according to local research, the natural landscape of Shankou Village is beautiful, government policy support, the Jinxiang Mountain Forest Park has invested a lot of money, and infrastructure construction is perfect. However, at the same time, the development of rural tourism in Shankou Village has the following problems: publicity is not in place, and only the locals know the tourism projects in Shankou Village, and mountain tourism projects lack problems. However, at the same time, the development of rural tourism in Shankou Village also has the following problems: lack of publicity, only local people know about the tourism program in Shankou Village, and the tourism program in the mountain is relatively lacking.

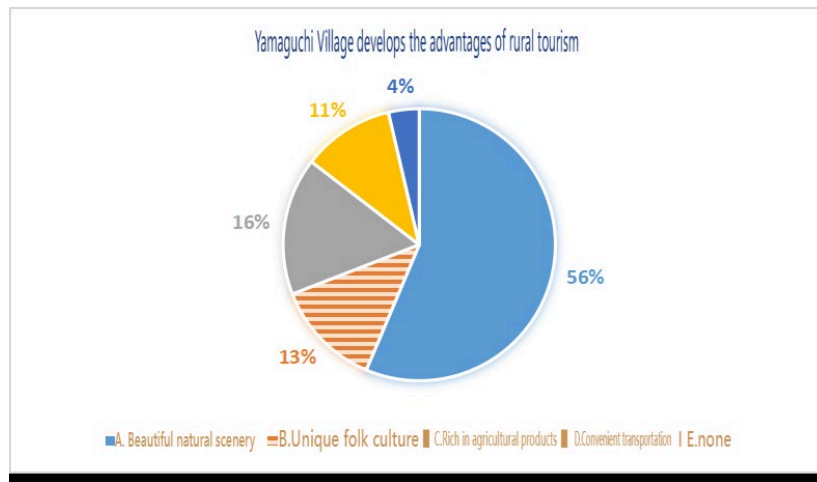


Figure 4: Results of villagers' understanding of the advantages of developing rural tourism in Shankou Village

A survey for Figure 5 on the economic impact of tourism development in Shankou Village found that 28% of the villagers believe that the development of tourism can promote economic growth and increase the income of villagers; 34% of the villagers believe that there is a certain effect, but the effect is not obvious; 22% of the villagers believe that there is no impact; and 16% of the villagers are not sure whether there is an impact. According to the survey, most villagers still believe that the development of tourism has a positive effect on the economic development of the village. However, 56% of the villagers believe that there is no effect or there is an effect, but the effect is not obvious. This shows that the development of rural tourism in Shankou Village has not benefited all villagers but only a small number of people.

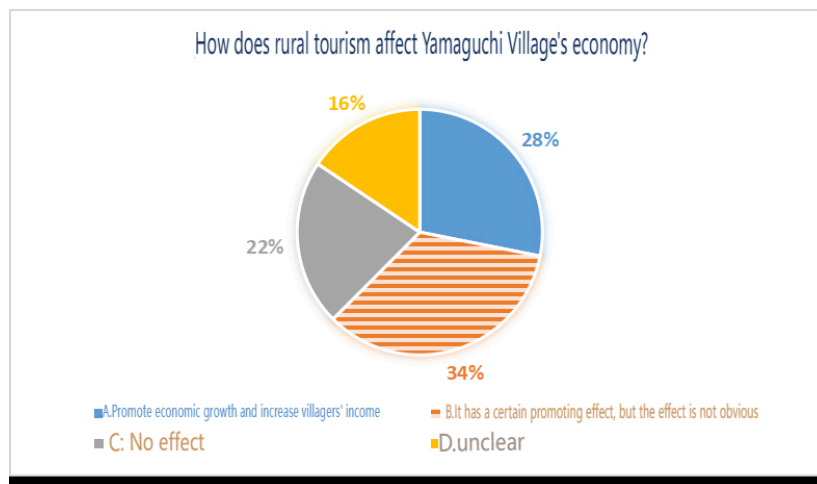


Figure 5: Understanding the economic impact of rural tourism on Yamaguchi village

In the light of Figure 5, tourism development in Yamaguchi Village has had a positive impact on the local economy and villagers' lives, but there are some problems and challenges that require further publicity, promotion, and project development, as well as strengthening human resource training and marketing capabilities to realize the sustainable development of tourism.

3.3. Level of agricultural modernization in Yamaguchi village and its impact on rural tourism

According to Figure 6, 3% of the villagers in Yamaguchi Village had a high level of agricultural modernization at home, 16% had a high level of agricultural modernization, 78% had an average level of agricultural modernization, and 3% had a low level of agricultural modernization. The level of agricultural modernization in Yamaguchi Village is generally low, and it still relies on manpower for cultivation.

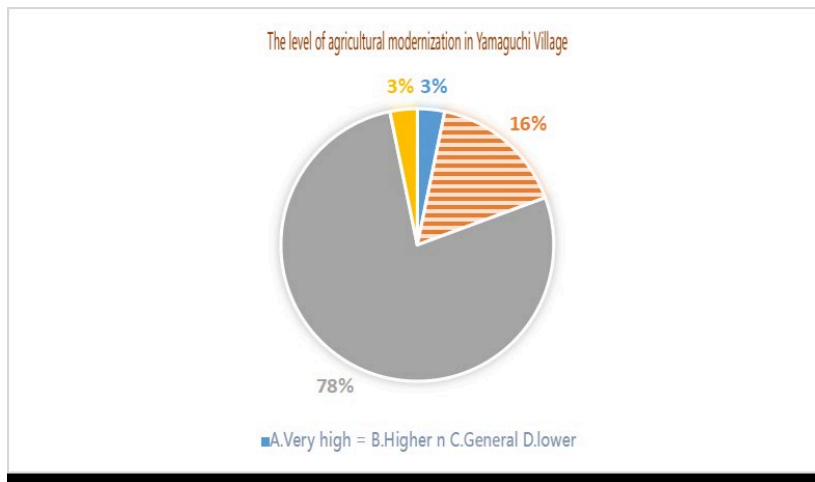


Figure 6: Map of the level of agricultural modernization in Yamaguchi Village

In the sampling questionnaire, most villagers believed that agricultural modernization could promote the income growth of village villagers and enhance their service capacity of the village villagers, believing that agricultural modernization could create a beautiful idyllic garden to attract tourists and promote the development of the local tourism industry. They can also produce more agricultural products and sell them to tourists to increase production and income.

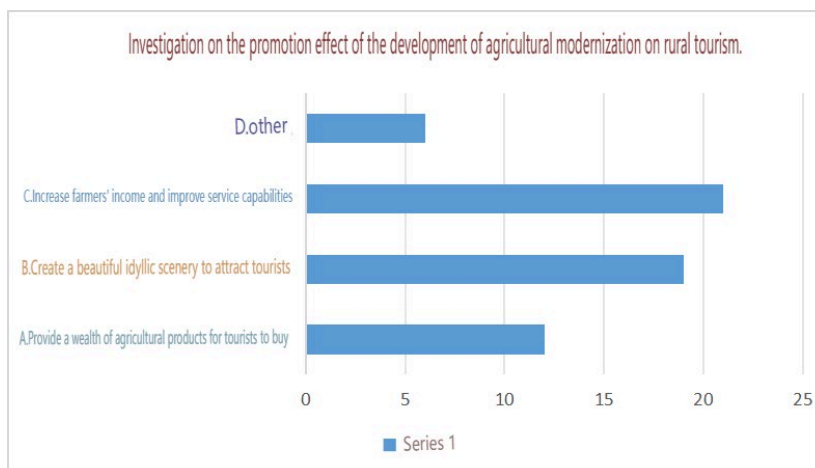


Figure 7: Survey map of the role of agricultural modernization in promoting rural tourism

In terms of Figure 7, the level of agricultural modernization in Shankou Village is generally low, but the development of agricultural modernization can have a positive impact on rural tourism, including promoting the growth of villagers' incomes, upgrading their service capacity, creating a beautiful idyllic landscape, and increasing sales of agricultural products. Simultaneously, agricultural modernization also faces the challenge of upgrading the level of science and technology and mechanization, which requires policy support from the local government and continued investment in science and technology innovation.

3.4. Methods of integrated development of rural tourism and agricultural modernization

When the project asked local villagers what suggestions they had for realizing the integrated development of rural tourism and agricultural modernization, the vast majority mentioned the need to strengthen planning and guidance and promote the orderly integrated development of tourism and agricultural modernization. Most villagers also think that it is necessary to increase capital investment, and only with the funds in place can we promote the integration of agricultural modernization and tourism development. At the same time, some villagers believe in the introduction of professionals and enterprises, training, and improving the quality of the villagers.

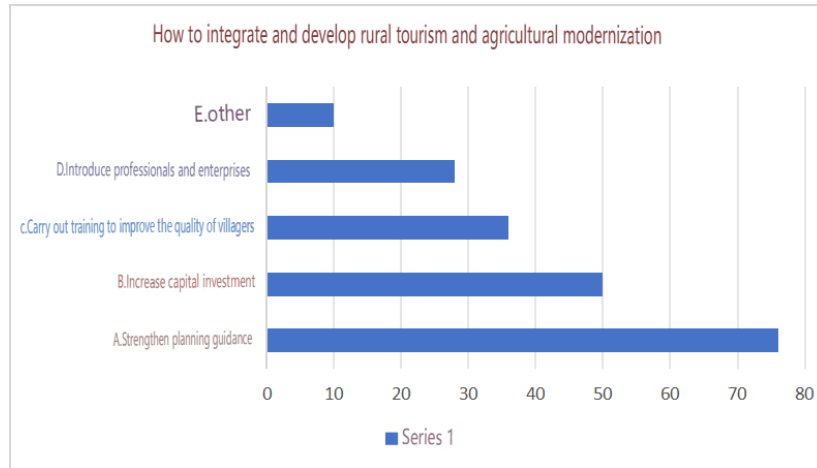


Figure 8: Map of the way rural tourism and agricultural modernization are integrated and developed

The Figure 9 below clearly shows that the tertiary industry in Zhaoqing, particularly the tourism industry, has undergone rapid development in recent years. Tourism has become an indispensable part of the economic development of Zhaoqing. Field research conducted in Shankou Village in the Gaoyao District of Zhaoqing City also supports this point. Villagers generally believe that Shankou Village has great potential for developing rural tourism. Not only is it naturally beautiful but it is also strongly supported by government policies and has a relatively well-developed infrastructure. However, villagers also pointed out some existing problems such as insufficient publicity and a relative lack of tourism projects.

Regarding the economic impact of the development of rural tourism, villagers' views were divided. Some villagers believe that the development of rural tourism can significantly contribute to economic growth and increase incomes. However, some villagers have different views, believing that the impact of rural tourism on the economy is not obvious and may not even be substantial.

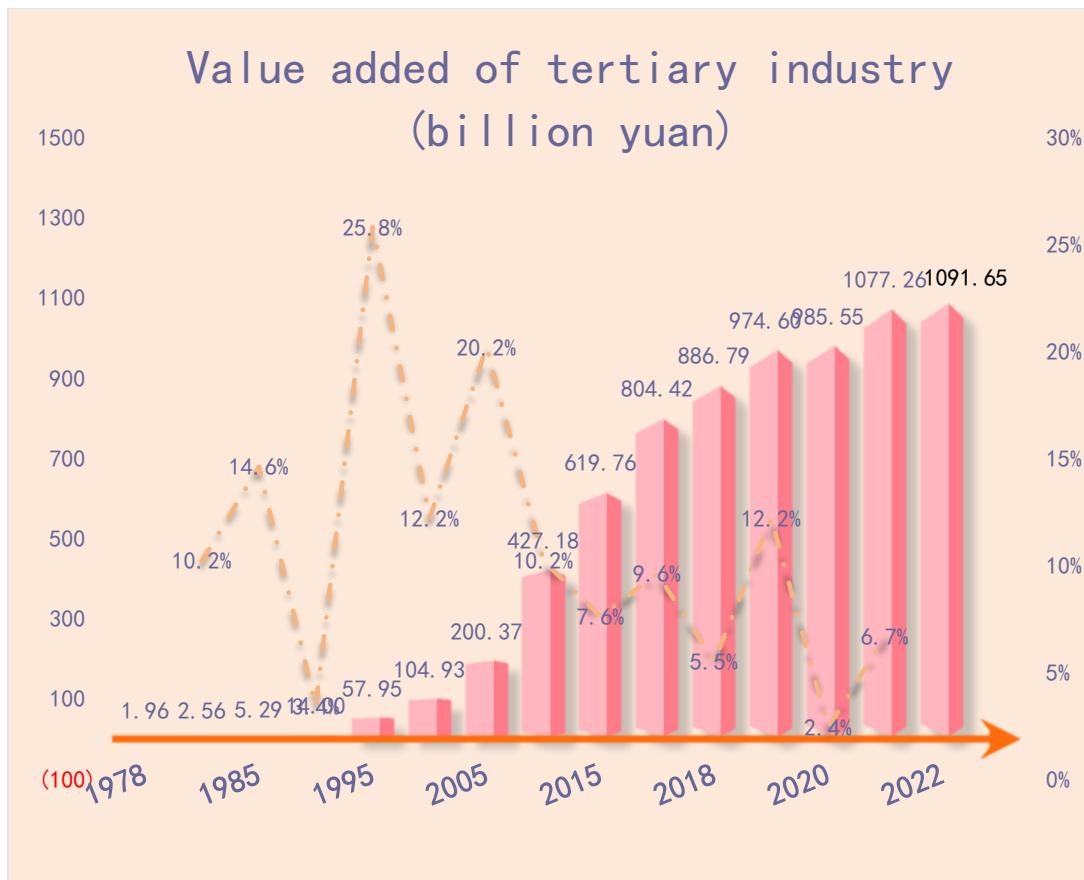


Figure 9: Value-added tertiary sector in Zhaoqing City

In addition, the generally low level of agricultural modernization in Yamaguchi Village is a problem that should not be overlooked. Most villagers believe that agricultural modernization can bring many benefits, such as boosting income growth, improving service capacity, and attracting more tourists, thus further promoting the development of tourism. To achieve the integrated development of rural tourism and agricultural modernization, the following measures are recommended: first, strengthen planning and guidance to ensure the coordinated development of tourism and agricultural modernization; second, increase capital investment to provide the necessary economic support for rural tourism and agricultural modernization; third, introduce professionals and enterprises, and promote the development of rural tourism and agricultural modernization with the help of their professional knowledge and experience; Finally, training should be carried out to improve the comprehensive quality of villagers so that they can better participate in the construction of rural tourism and agricultural modernization.

4. Research Summary and Analysis

With the promotion of the rural revitalization strategy, the integrated development of agriculture and rural tourism has become an industrial innovation in the tourism industry, integrating the development advantages of agriculture and the service industry by revitalizing the resources of rural means of production and the natural ecological environment.^{147[3]} Shankou Village is located on Nankan Street, Gaoyao District, Zhaoqing City, and has rich natural resources and a unique cultural background that has the potential to integrate rural tourism and agricultural modernization. During this research, the project team members uphold a rigorous and steady attitude, used rational and scientific research methods, gave full play to the comparative advantages of the team's multidisciplinary cross-study, and conducted a comprehensive and in-depth investigation and understanding of the actual situation of the integration of tourism and agricultural modernization in Shankou Village and its effects through the research method of integrating online and offline.

During the research process, team members combined the results of questionnaires, exchanges with local residents, and in-depth exploration of enterprises and found that Shankou Village, in the process of rural beautification, development, and social development, still faces a number of substantial and urgent problems, as manifested in the following:

- (1) Serious aging of the population, lack of young adults in villages, and insufficient manpower for village planning and construction.
- (2) A shortage of funds, insufficient funds to carry out tourism and develop modern agriculture, and a low degree of integration and development of rural tourism and agricultural modernization.
- (3) Lower visibility of tourist attractions, lack of tourism projects, lower attractiveness to tourists, and inability to fully exploit the advantages of the local scenery

In response to these issues, the research team made the following strategic recommendations:

- (1) Fully explore cultural resources to stimulate youth participation.

Shankou Village has rich cultural heritage and folk customs, and these resources should be deeply explored to create a cultural brand with local characteristics. At the same time, through the organization of various types of youth entrepreneurship competitions, cultural festivals, and other activities, young people can be attracted to return to their hometowns to start businesses and employment, injecting fresh blood and vitality into the development of the countryside.

- (2) Increase government support to ensure construction quality.

The government should continue to increase its financial investment to provide a solid guarantee of rural tourism and agricultural modernization.

- (3) Developing an open-door policy to promote industrial upgrades.

External capital and advanced technology should be actively introduced to promote the optimization and upgrading of the structure of the agricultural industry. At the same time, it has strengthened cooperation and exchanges with neighboring regions, built a good pattern of regional synergistic development, and jointly promoted the deep integration of rural tourism and agricultural modernization.

- (4) Strengthening policy publicity to enhance public awareness.

Multi-channel and multi-form publicity activities ensure that every policy benefiting rural areas is deeply rooted in people's hearts, so that villagers can truly become participants and beneficiaries of rural revitalization. Simultaneously, grassroots cadres' training has been strengthened to enhance their ability to interpret and implement policies and ensure that policy dividends are accurately realized.

The road to rural revitalization is long and arduous, but Shankou Village has written its own brilliant chapters on practical actions. The project believes that with the joint efforts of the government, villagers, and society, Shankou Village will become a model for the integrated development of rural tourism and agricultural modernization, providing experience and inspiration for other regions. As a member of the research team, this project will continue to adhere to the principle of combining theory and practice, actively fulfill social responsibility, and contribute to the prosperity and development of the countryside.

5. Specific development Figures of Shankou Village, Zhaoqing City

5.1. Infrastructure construction

(1) The construction of "Sihao Rural Road": The Yamaguchi Village Committee's Yamaguchi Village Tongxiang Village Road has realized hard bottom, with a total mileage of about 8 kilometers. At the same time, strengthen the planning and construction of rural roads to create beautiful roads. In the road along the installation of solar street lights, newly installed garbage bins, guardrails and other public facilities, new pavement cement pavement about 2 km.

(2) The situation of "three clear-ups, three demolitions and three rectifications": the whole village shall demolish about 280 square meters of random construction and construction; clean up about 6 tons of garbage, odds and ends and silt; clean up about 130 square meters of illegal advertisements such as random hanging and pasting; and demolish about 200 square meters of dilapidated mud-brick houses.

(3) Rectification of "three lines": 85 street lamps were installed, of which 40 were street lamps, and all the electric wires in the village were sorted out and reconstructed.

(4) Rectification of rural sanitary environment: two garbage ponds have been built, and one cleaner has been assigned to sweep and keep clean.

5.2. Beautiful Rural Construction

(1) Planning and building beautiful villages. In order to accelerate the construction of beautiful villages and improve the appearance of villages, in early 2017, Yamaguchi Village carried out the planning and design of beautiful villages, and made scientific planning and overall arrangement for environmental sanitation, infrastructure, appearance of villages, tourism resources, etc.

(2) Improve the rural living environment. Construction of rural garbage and sewage treatment facilities shall be carried out in an all-round way, and by the end of 2018, the harmless rate of living garbage disposal in Shankou Village shall reach 100%. Actively promote the construction of rural roads. At present, the hard bottom of village roads has been fully covered, and by the end of 2018, Yamaguchi Village will be fully covered by the hard bottom of main roads in the village.

(3) Vigorously develop rural tourism. Relying on the location advantages and natural conditions of Yamaguchi Village, taking the beautiful rural construction as the turning point and building a famous tourist and cultural village as the goal, vigorously develop rural tourism. Make use of the unique historical and cultural resources in the village, dig deep into the historical and cultural connotation and humanistic details; make full use of the unique local characteristics of folk customs, folk customs and other cultural resources, take the development of residential economy as the orientation, and promote the combination of tourism industry and cultural industry.

5.3. Improvement of human settlements

(1) More than one million yuan has been invested in comprehensively promoting the improvement of the living environment of the whole village, and the construction of the main roads of the villagers' group and the activity center for villagers has been completed. After the renovation of the village environment has become clean, beautiful, villagers living comfort has been improved, the quality of life has been improved.

(2) Complete the hard bottom construction of village main roads. More than 3 million yuan of investment, the completion of the construction of a hard bottom village road, the village road is basically a hard bottom.

(3) Carrying out domestic garbage classification. Since July 2020, Shankou Village has fully carried out the work of living garbage classification, formulated the Implementing Plan for Garbage Classification in Shankou Village, carried out publicity, education and training on garbage classification, mobilized the active participation of the masses, and achieved the goal of placing, collecting, transporting and disposing of living garbage at "fixed time and fixed points" in the whole village. At present, the village has a total of more than 30 garbage collection points, has been built large garbage and decoration garbage collection points 4.

(4) Promoting the revolution of rural toilets. From August 2020, Yamaguchi Village began to upgrade the village's public toilets. At present, all the new construction and reconstruction tasks have been completed, and about 90% of the village's public toilets have been renovated.

(5) Promote the construction of rural sewage treatment projects. Construction of rural sewage treatment projects began in July 2020, and 80% of the total projects have been completed.

5.4. "Three Clearances, Three Demolitions and Three Rectifications"

Since 2018, Yamaguchi Village has, in accordance with the work deployment of the Duanzhou District Committee and District Government on the rural revitalization strategy and in light of the actual situation of the village, mobilized the masses to actively participate in the comprehensive clean-up and rectification of all streets, lanes and ditches in the village. In the "three clear-up and three demolition" work, the village has cleaned up more than 20 kilometers of village roads and ditches, investment of about 1.2 million yuan.

Yamaguchi village "three clear three demolition" work, has been recognized and supported by the superior, not only beautify the village appearance, but also let the villagers more confident about future life. Now into the Yamaguchi Village, village clean and tidy, wide and flat roads, tree-lined, flowers in full bloom; Villagers living environment comfortable and pleasant, harmonious neighborhood; Village look new, let a person have a "generous, beautiful and delicious" feeling. Since carrying out the "three clear three demolition three rectification" work, Yamaguchi village village appearance has been greatly improved.

5.5. Industrial development of rural revitalization

In recent years, Yamaguchi Village to build beautiful villages as an opportunity, combined with the actual situation of the village, the development of rural tourism industry, rural economic revitalization. The first is to continue to optimize environmental sanitation and keep the village clean and orderly. Secondly, we have actively won support from higher authorities, and introduced an investment of about 1.6 million yuan to build a new rural scenic river (Yamaguchi Village River) about 1,100 meters long, which has been completed so far. Thirdly, we have vigorously developed the rural tourism industry and promoted the integrated development of "agriculture plus tourism".

Fourth, make good use of idle resources to develop rural characteristic residential. Yamaguchi Village has an old house built in the 1960s that, due to disrepair, had been abandoned but has since been transformed into a residential area known as "Huashan Villa."

Fifth, improve the construction of tourism facilities to enrich tourism experience. Village investment of about 300,000 yuan completed Shankou Village Jinxi Park, Huaiji County Xijiang drift, Sihui City Jinxi Park and other tourism facilities.

5.6. Construction of basic public services

(1) Construction of village-level public service centers: the village-level public service center in Shankou Village covers an area of about 1,000 square meters, with five functional divisions, namely, party and mass services, government affairs services, cultural services, comprehensive treatment services and health and family planning services, and with activity rooms for party members, discussion rooms for party members and masses, remote education rooms, electronic classrooms and meeting rooms.

(2) The construction of village-level health stations: there is one health station in Yamaguchi Village, with two outpatient doctors, two nurses, one village doctor and three health workers. Yamaguchi Village has completed the participation in basic medical insurance in 2018, and completed the participation in the new rural cooperative medical insurance by the end of April 2019.

(3) Cultural construction: there is a villager's bookstore in Yamaguchi Village with an area of about 80 square meters and 2,000 books; there is an activity center for the elderly with an area of about 500 square meters. In recent years, Yamaguchi village has also carried out a variety of cultural activities to enrich the spiritual life of the villagers.

5.7. Situation of Poverty Alleviation

Since 2013, Shankou Village has been listed as a key poverty alleviation object in Jiangkou Town, Duanzhou District of Zhaoqing City. Since 2015, with the help of the higher authorities, the renovation of 8 poor households' dilapidated houses has been completed through the renovation of "three old ones" in the village collective, greatly improving the living environment of the poor households. At the same time, through policies and measures such as industrial poverty alleviation, employment poverty alleviation, education poverty alleviation and social security coverage, the per capita disposable income of the poverty-stricken population in the village increased from CNY3,198 in 2015 to CNY1,941 in 2020, an average annual growth rate of about 25%. The village archived card poor households for 33 households 85 people, 28 families out of poverty 68 people.

Yamaguchi has 27 party members, including 12 poor party members. In order to give full play to the role of grass-roots party organizations as fighting bastions and the exemplary vanguard role of Communist Party members, and earnestly carry out targeted poverty alleviation, Shankou Village has formulated the Work Plan for Targeted Poverty Alleviation in Shankou Village in accordance with the requirements of the "Four No-Stripping" (namely, no-stripping of caps, no-stripping of caps, no-stripping of supervision) and the principle of "one policy for one village" (namely, one secretary for one village, one resident village team, and one set of supporting measures). After the "Five Batches" (namely, eliminating poverty through development and production, removing from poverty through relocation, ecological compensation, education and social security) and the "Ten Full Coverage" (namely, road hardening, safe drinking water, renovation of dilapidated houses and poverty alleviation through education), the "Five Batches" and the "Ten Full Coverage" have been completed.

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