

Research on the Integrated Development Path of Agriculture, Culture, and Tourism in the Context of Rural Revitalization: A Case Study of Wuhan City

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Abstract: The integration of agriculture, culture, and tourism is an important strategic path for achieving rural revitalization and integrated urban-rural development. As a national central city and the core city of the Yangtze River Economic Belt, Wuhan has the advantages of promoting the integrated development of agriculture, culture, and tourism, relying on its rich agricultural resources, profound cultural heritage, and vast tourism market potential. This article systematically sorts out the connotation of the integration of agriculture, culture, and tourism and typical domestic cases of the times. Combined with the current development status of agriculture, culture, and tourism resources in Wuhan, it deeply analyzes the shortcomings in cultural exploration, product innovation, facility support, marketing promotion, and talent reserve, and proposes targeted optimization paths.

Keywords: Integration of Agriculture, Culture, and Tourism; Rural Revitalization

1. Introduction

The issue of agriculture, rural areas, and farmers is a fundamental problem that runs through China's modernization construction. It not only concerns the well-being of millions of farmers, but also relates to the overall situation of national food security and economic and social stability. Since the establishment of the People's Republic of China, from poverty alleviation to rural revitalization, the country has always given priority to the development of agriculture, rural areas, and farmers; The country has clearly proposed the implementation of the rural revitalization strategy in multiple reports, which has also pointed out the direction for the development of agriculture and rural areas in the new era. Under this strategic framework, the development concept of "promoting tourism through culture, promoting agriculture through tourism, and complementing agriculture and tourism" has been emphasized multiple times. The integration of agriculture, culture, and tourism is no longer a simple industrial combination, but is activated through cultural empowerment and tourism. Agriculture can break through traditional production boundaries, culture can surpass museums and classics, and tourism can take root in rural areas and folk customs, becoming an innovative path to promote the transformation and upgrading of rural industries and stimulate rural endogenous power.

Wuhan, as the only national central city in the central region and the core hub of the Yangtze River Economic Belt, has a unique urban-rural pattern - the Yangtze River and Han River intersect here, dividing the city into three towns and creating a natural connection between urban prosperity and rural scenery. This geographical characteristic not only nurtures abundant agricultural resources, from the 10000 acre tea gardens in Jiangxia and the ecological orchards in Xinzhou, to the lotus root base in Caidian and the rice paddy landscape in Huangpi, modern agricultural parks and traditional farming scenes complement each other; More profound cultural heritage has been accumulated, including the romantic and magnificent Chu culture, the warm and long-lasting kindred spirit culture, the rich and passionate red culture, as well as the ancient villages, old crafts, and folk festivals scattered throughout the countryside, which together constitute the cultural gene pool of Wuhan's rural areas.

At the same time, as a mega city with a permanent population of over ten million, Wuhan has a huge local tourism consumption market. Coupled with its location advantage as a national transportation hub, it attracts billions of foreign tourists every year, providing vast potential for the development of rural tourism. In recent years, Wuhan has anchored its goal of "creating a model for the modernization of agriculture and rural areas in a mega city" and continuously promoted the integration of urban and rural development. Deepening the integration of agriculture, culture, and tourism is the key lever in this

process - it can not only allow urban residents to enter the countryside, experience the joy of farming, and feel the cultural charm, but also enable farmers to increase their income by revitalizing land, inheriting skills, and participating in tourism services. It can also transform the ecological and cultural values of rural areas into economic values, forming a virtuous cycle of "strong agriculture, beautiful rural areas, and rich farmers".

However, in the practical process, how to avoid the homogenization dilemma of "one village for every thousand" in the integration of agriculture, culture, and tourism? How to accurately explore the unique resources of different rural areas and achieve a deep integration of cultural connotations and tourism experiences? How to balance the relationship between industrial development and ecological protection, traditional inheritance and modern innovation? These issues urgently need further exploration. Therefore, in-depth research on the path and methods of integrating agriculture, culture, and tourism in Wuhan can not only inject stronger impetus into the rural revitalization of Wuhan, but also provide valuable experience for other mega cities to promote coordinated urban-rural development, which has important practical significance and theoretical value.

2. The connotation of the integration of agriculture, culture, and tourism

The abbreviation of "agriculture+culture+tourism" is not a simple superposition of the three industries, but a composite development model that breaks industry boundaries and reconstructs elements, spanning the first, second, and third industries, covering multiple fields of production, life, and ecology. The core logic is to integrate resources and complement functions to form a synergy between the fundamental role of agriculture, the leading role of culture, and the driving role of tourism, ultimately achieving a synergistic effect of $1+1+1>3$.

The integrated development of agriculture, culture, and tourism is based on the agricultural industry. Agriculture here not only involves traditional grain cultivation, but also includes the entire chain of economic crop cultivation, livestock and poultry breeding, and agricultural product processing. It not only provides a material foundation for integrated development, but also preserves the most authentic production and living scenes in rural areas. It is the core carrier for attracting tourists and carrying experiences. Taking tourism and leisure as the presentation form, by creating diverse scenes such as picking gardens, agricultural experience areas, rural homestays, and pastoral scenic spots, agricultural resources and cultural elements are transformed into participatory and perceptible tourism products, meeting consumers' diverse needs for getting close to nature, leisure vacations, cultural experiences, etc. And local culture is the soul of integrated development, covering the spiritual core of rural historical relics, folk traditions, intangible cultural heritage skills, folk stories, food culture, etc. It is a unique identifier that distinguishes it from other regions. Agricultural, cultural, and tourism projects that lack cultural empowerment often fall into the dilemma of homogenization. Only by deeply exploring and revitalizing local culture can tourism become more profound, agriculture become more distinctive, and truly achieve a deep integration of "seeing scenery, experiencing play, and appreciating culture".

Essentially, the integration of agriculture, culture, and tourism is a deep exploration and cross-border activation of the diverse values of rural areas. It not only broadens the channels for increasing agricultural income, but also allows farmers to extend from "planting crops" to "selling scenery and transmitting culture"; Enriching the connotation of tourism, shifting it from "sightseeing check-in" to "deep experience"; It further inherits regional culture and revitalizes excellent traditional culture through dynamic inheritance, ultimately achieving a benign development pattern of industrial integration, benefit sharing, and ecological sustainability.

3. Typical cases of domestic integration of agriculture, culture, and tourism

Thanks to the strong promotion of the country, a number of typical cases of integrated development of agriculture, culture, and tourism have emerged across the country. For example, the Rice Field Park in Huata Village, Jinyuan District, Taiyuan City, Shanxi Province, has extended interactive projects such as rice cake making and rice field art experience with Jinci rice as its signboard[1]. It receives 1.4 million visitors annually and transforms traditional farming into an immersive cultural and tourism experience; Longling County, Baoshan City, Yunnan Province, has created a national 3A scenic spot through the ecological cycle model of "rice+fish" and the deep excavation of agricultural culture[2]. It relies on 10000 acres of terraced fields to claim rice fields and actively promotes folk activities such as the "Rice Flower Fish Festival", attracting more than 520000 tourists every year[3]. Villagers have increased their income

through land investment and tourism dividends, forming a win-win model for ecological protection and economic development; Yinan County, Linyi City, Shandong Province, empowers rural revitalization with red culture and collaborates with Shanghai Theatre Academy to create a red culture live action small theater and film and television base[4]. It receives over ten million tourists annually and explores the "Yinan Model" of cultural tourism integration. These cases collectively demonstrate that the integrated development of agriculture, culture, and tourism has achieved significant results in activating rural resources, enhancing industrial added value, and protecting excellent traditional culture and ecological environment[5].

4. Current situation of integrated development of agriculture, culture and tourism in Wuhan City

Deepening the integration of agriculture, culture, and tourism is a microcosm of Wuhan's efforts to promote the modernization of agriculture and rural areas in mega cities. In 2024, the comprehensive agricultural production capacity in Wuhan will steadily increase, with 2.1931 million mu of grain planted throughout the year and a total output exceeding 1.825 billion catties; The quality of rural industries has been improved, with 71.86 million rural tourists received in the city and a comprehensive tourism revenue exceeding 23.2 billion yuan; Based on the experience of the "Ten Million Project", 643 beautiful rural demonstration villages (bays) have been built in the city, revitalizing rural collective assets of 4.446 billion yuan, promoting the development of rural leisure tourism and rural e-commerce, and increasing farmers' income by 41.312 million yuan.

4.1 Significant advantages in resource endowment

In terms of agricultural resources, Wuhan has cultivated numerous agricultural product brands with regional characteristics based on its superior natural conditions and modern agriculture foundation. For example, Caidian lotus root has been rated as a national geographical indication product for its sticky and sweet taste, with an annual output accounting for more than 15% of the national lotus root market and becoming a pillar of the local agricultural economy.

In terms of cultural resources, Wuhan, as the birthplace of Chu culture and a major center of modern revolution, has a profound and diverse cultural heritage. The Panlongcheng Site, as the earliest discovered ancient city of the Shang Dynasty in the Yangtze River Basin, has become an important window for showcasing the civilization of the Yangtze River through the construction of a site park and archaeological research activities. Zhiyin Culture is centered around the allusion of "finding a kindred spirit through high mountains and flowing waters", and has spawned various traditional cultural experience projects in the Guqin Terrace scenic area; Shouyi Culture is based on the Wuchang Uprising Memorial Hall of the Xinhai Revolution, connecting multiple local historical sites through red tourism routes to form a unique patriotic education scene.

In terms of tourism resources, the Donghu Ecotourism Zone located in the main urban area attracts over 20 million visitors annually with its ultra long greenway cycling and diverse water sports projects, and has successfully been selected as one of the world's first international wetland city cases; The Mulan Cultural Ecotourism Zone in Yuancheng District integrates multiple scenic spots within the region, creating a 5A level tourism cluster that integrates ecological sightseeing and leisure vacation. At the same time, emerging formats such as rural homestays and rural complexes are rapidly rising, gradually becoming new benchmarks for micro vacations in the Wuhan metropolitan area.

4.2 The policy support system is gradually improving

The governments of Hubei Province and Wuhan City attach great importance to the integrated development of agriculture, culture, and tourism, and have introduced multiple measures to assist their development. At the provincial level, the "14th Five Year Plan for Cultural and Tourism Development in Hubei Province" clearly proposes to "build a demonstration belt for the integration of agriculture, culture, and tourism". Through various measures such as special fund support, land transfer innovation, and infrastructure support, the province is encouraged to explore the development path of "agricultural park scenic area and cultural resource productization". Wuhan City has issued the "Three Year Action Plan for Upgrading and Upgrading Rural Tourism in Wuhan City (2021-2023)", focusing on improving the quality and efficiency of rural tourism, proposing the vision of "building 50 key villages for rural tourism and cultivating 100 star rated farmhouses", and providing up to 3 million yuan in financial subsidies to projects that meet the application conditions. In addition, the Wuhan Municipal Bureau of

Culture and Tourism and the Wuhan Municipal Bureau of Agriculture and Rural Affairs jointly launched the "Pilot Project for the Integration of Agriculture, Culture and Tourism", ensuring the priority implementation of rural tourism land indicators, allowing collective commercial construction land to enter the market for the development of homestays, cultural and creative industrial parks, etc., effectively solving the development problems of land resource constraints.

5. Limitations of the integrated development of agriculture, culture, and tourism in Wuhan City

5.1 Insufficient depth of cultural resource excavation

Although Wuhan has rich cultural heritage such as Chu culture, Zhiyin culture, and Shouyi culture, the development of cultural IP is still at the surface level and lacks in-depth application scenarios. For example, attractions such as Guqin Terrace and Qingchuan Pavilion, apart from traditional sightseeing, have not developed immersive experience projects centered around "finding like-minded people through high mountains and flowing water" and exploring China's excellent traditional culture.

5.2 Insufficient innovation capability of tourism products

Currently, rural tourism projects in Wuhan generally rely on traditional models such as "flower appreciation economy" and "farmhouse tourism", with serious homogenization. Taking Caidian District as an example, multiple townships are competing to develop projects such as rapeseed flower field viewing, fishing and harvesting, resulting in severe customer diversion and low-level competition; The design of supporting cultural and creative products also lacks creativity, with similar styles of souvenirs sold in scenic spots and simple packaging of agricultural products, making it difficult to meet the personalized needs of tourists.

5.3 Shortcomings in infrastructure and intelligence are prominent

Remote rural scenic spots have poor transportation accessibility, and some areas lack direct bus routes; The local accommodation, catering and other supporting facilities are outdated, and the level of intelligence is relatively low. For example, some homestays in Huangpi District have not yet connected to electronic booking and payment systems, and scenic area guides have not fully integrated VR, AR and other technologies, which affects the tourist experience.

5.4 Weak brand building and promotion

Wuhan's agricultural, cultural and tourism industry has not yet established a unified brand positioning and image, and has not yet formed a strong brand influence; At the same time, the development of online marketing channels is insufficient, and the application of new forms such as short videos and live streaming lags behind, resulting in insufficient coverage of target groups.

5.5 Insufficient reserve of professional talents

There is a significant shortage of high-quality talents in fields such as rural tourism management, cultural and creative design, and digital operation and maintenance. Most of the existing practitioners are transformed from traditional farmers and lack specialized training. Taking Jiangxia District as an example, some rural complexes have low operational efficiency due to insufficient management team experience, making it difficult to achieve sustainable development.

6. Optimization path for the integrated development of agriculture, culture, and tourism in Wuhan City

6.1 Dig deep into local cultural connotations and create distinctive agricultural, cultural, and tourism brands

The core of the integrated development of agriculture, culture, and tourism in Wuhan lies in deeply exploring the local cultural connotations and creating distinctive agricultural, cultural, and tourism brands. Firstly, the system will sort out the regional cultural genes such as Chu culture, Zhiyin culture, and Shouyi culture, and extract recognizable brand symbols. As for the culture of kindred spirits, we can

deeply explore the allusion of "finding kindred spirits in high mountains and flowing waters", and use the life of Zhong Ziqi and his encounter and acquaintance with Yu Boya to connect scenic spots such as Guqin Terrace, Qingchuan Pavilion, Jiuzhen Mountain, Zhiyin Shangshui Scenic Area, Huabo Hui Scenic Area, and Chenhu Wetland. We will launch tourism routes such as music appreciation, parent-child study, and traditional Chinese medicine health preservation, create a series of cultural and creative products called "difficult to find kindred spirits", process "kindred spirits cuisine" represented by Caidian lotus root, and transform historical culture into perceptible and communicable tourism attraction.

6.2 Deep integration of agricultural, cultural and tourism industries, launching high-quality creative products

Firstly, we promote the deep processing of agricultural products and enhance their added value. By relying on geographical indication products such as Caidian lotus root and Xinzhou yellow catfish, we can develop a deep processing industry chain for agricultural products. Secondly, design multi-level experiential products based on the needs of different customer groups. For example, we organize agricultural study camps for parent-child families, plan fashion events such as rural music festivals for young people, and develop traditional Chinese medicine health tourism for the elderly. In addition, we combine seasonal customs with agricultural festivals to create differentiated event brands. Scenic spots related to Zhiyin culture can launch a series of characteristic activities such as guqin performances and traditional culture lectures.

6.3 Improve infrastructure construction and enhance the quality of tourism services

We optimize the transportation network, open Wuhan Agricultural, Cultural and Tourism Special Line, connect major scenic spots in remote areas, and increase rural bus services during holidays; Promote green transportation tools such as shared transportation within the scenic area. We have upgraded service facilities, renovated public service facilities such as ecological toilets and smart parking lots, actively guided farmers to connect restaurants, homestays, etc. to OTA platform management, and facilitated online booking and payment for tourists. We actively build a smart tourism system that integrates functions such as scenic spot booking, tour guide, and agricultural product sales. We pilot AR real-life navigation and AI intelligent explanation to enhance the tourist experience.

6.4 Strengthen digital empowerment and innovate online and offline marketing and promotion channels

We create a comprehensive digital marketing matrix, collaborate with popular social media platforms to plan a series of interactive activities, invite well-known social figures and tourism experts to shoot promotional short videos, and launch live streaming promotion activities for agriculture, culture, and tourism in Wuhan to attract online viewers to convert into offline tourists. We analyze tourist profiles and consumption preferences through online travel agency platforms and scenic entrance data, promote unique experiential activities for different tourist groups, and distribute coupons. We collaborate across borders to jointly create popular IPs, create related tourism routes and cultural and creative products, and attract the attention of young users.

6.5 Introduce and cultivate agricultural, cultural, and tourism talents, and strengthen the construction of talent teams

We improve the talent cultivation system, cooperate with major local universities to cultivate graduates in agriculture, culture, and tourism related majors, and provide targeted delivery of composite talents; Actively recruit talents in agriculture, culture, and tourism, and provide a series of subsidies and entrepreneurial support; We provide comprehensive training on skills such as catering and homestay operation, digital marketing, etc. for local villagers, regularly evaluate and select high-quality talents, and motivate practitioners to improve their service level.

7. Conclusion

The integration of agriculture, culture, and tourism is an important lever for Wuhan to achieve rural revitalization and coordinated urban-rural development. At present, Wuhan has initially formed an industrial framework for the coordinated development of agriculture, culture, and tourism, but still faces

a series of challenges. In the future, we need to take cultural empowerment as the core, technological innovation as the driving force, and brand building as the guidance, and promote the deep integration of agriculture, culture, and tourism through innovative product forms, improved service facilities, expanded marketing channels, and strengthened talent support. By implementing multidimensional and systematic strategies, Wuhan will be built into a benchmark city for the integrated development of agriculture, culture, and tourism in China, providing a "Wuhan model" for high-quality urban-rural development in the new era.

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