

Research on Rural Revitalization and Urban Rural Cultural Tourism Integration in the Guangdong Hong Kong Macao Greater Bay Area

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Abstract: Against the backdrop of comprehensively promoting rural revitalization strategy and regional coordinated development, the Guangdong Hong Kong Macao Greater Bay Area, as an important region of national strategy, is taking on the leading and exemplary responsibility of urban-rural integration development. This article focuses on the internal logic and driving mechanism of the integration of urban and rural culture and tourism in the region, systematically sorting out its theoretical basis, development status, mechanism construction path, and typical practical cases. This article deeply analyzes the integration path and practical effects through cases such as Zhuhai and Zengcheng in Guangzhou, and further proposes a development strategy that strengthens policy coordination, innovates cultural and tourism products, optimizes talent mechanisms, and emphasizes ecological culture. This paper proposes strategies to improve policy mechanisms, innovate comprehensive products, strengthen talent support, and focus on ecological culture, providing valuable Bay Area experience for the high-quality development of urban-rural cultural tourism integration in the new era.

Keywords: Guangdong Hong Kong Macao Greater Bay Area; Integration of urban and rural culture and tourism; rural revitalization Regional brand building

1. Introduction

Since the 18th National Congress of the Communist Party of China, the country has continuously issued multiple policy documents, from top-level design to specific implementation, comprehensively promoting the modernization of agriculture and rural areas. The successive release of documents such as "Strategic Plan for Rural Revitalization (2018-2022)" and "Opinions on Effectively Promoting Comprehensive Rural Revitalization through Learning and Applying the Experience of the" Thousand Village Demonstration and Ten Thousand Village Rectification "Project" provides institutional guarantees for building a rural development pattern of "prosperous industries, livable ecology, civilized rural culture, effective governance, and prosperous life [1]".

In this context, the integration of agriculture, culture, and tourism has become an important way to promote the integration of the primary, secondary, and tertiary industries in rural areas and enhance the comprehensive value of rural areas, and has become an important lever for achieving rural revitalization. As a national strategic key area, the Guangdong Hong Kong Macao Greater Bay Area not only shoulders the responsibility of an economic growth pole, but also plays a demonstrative and leading role in rural development and regional coordination. It is urgent to conduct in-depth research and empirical exploration on how to leverage the advantages of agricultural foundation, cultural resources, and tourism market to construct an integrated development path of agriculture, culture, and tourism that is in line with the actual situation of the Bay Area.

2. Theoretical basis for rural revitalization and urban-rural cultural tourism integration in the Guangdong Hong Kong Macao Greater Bay Area

The key to implementing the rural revitalization strategy, cultivating regional brand

competitiveness, and promoting high-quality development lies in the integration of urban and rural culture and tourism as an important strategic path for promoting regional coordination, industrial linkage, and cultural value reproduction in the new development stage.

2.1 Background of urban rural cultural tourism integration

The report of the 20th National Congress of the Communist Party of China proposed: "We must promote the prosperity and development of cultural undertakings and cultural industries, implement the strategy of driving major cultural industry projects, adhere to shaping tourism with culture, and promote the deep integration of culture and tourism." Against the backdrop of the deepening implementation of the rural revitalization strategy, the integration of urban and rural culture and tourism has become an important path to achieve strong agriculture, beautiful rural areas, and prosperous farmers [2].

Since the release of the "Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy" in 2018, the integration of culture and tourism has gradually become an important pivot of national rural development policies. A series of policies such as the "14th Five Year Plan" for the development of tourism industry clearly propose to promote agricultural and rural modernization and sustainable development through the integration of cultural and tourism industries. The integration of urban and rural culture and tourism, as a comprehensive development model that integrates cultural reproduction, ecological protection, and industrial upgrading, plays an irreplaceable role in promoting the expansion of agricultural functions, rural spatial reconstruction, and diversified income growth for farmers.

From a macro policy perspective, the rural revitalization strategy continues to advance, and the national and local governments have issued a series of policy documents to support the coordinated development of rural tourism, cultural revitalization, agricultural modernization, and other work, creating a favorable policy environment for integrated development. From the perspective of regional reality, the problem of imbalanced urban-rural development still exists within the Greater Bay Area. Rural areas are facing problems such as industrial hollowing out, aging population, and cultural loss, while cities are facing pressure from upgrading cultural consumption and increasing demand for ecological leisure. In this context, the integration of urban and rural culture and tourism has become a key lever to connect urban and rural areas, connect supply and demand, and reshape value.

2.2 The significance of urban-rural cultural and tourism integration

The integration of urban and rural culture and tourism is not only an important part of rural revitalization, but also an effective path to promote the integrated development of urban and rural areas, demonstrating significant importance in multiple dimensions such as economy, society, culture, and ecology.

At the economic level, the integration of cultural and tourism industries with traditional rural industries such as agriculture and handicrafts has expanded the multifunctional value of agriculture, driven rural labor employment and entrepreneurship, and provided a new path for the extension and value enhancement of the agricultural industry chain. At the social level, the integration of urban and rural culture and tourism has promoted the extension of public services to rural areas, enhanced the governance capacity of rural communities and the transformation of residents' lifestyles, and strengthened the cultural confidence and sense of achievement of rural residents. At the cultural level, integrated development not only injects reproduction power into "weak cultural capital" such as intangible cultural heritage and local memories, but also constructs unique regional cultural brands and experiential consumption scenes through the activation of cultural resources and situational translation. At the ecological level, the integration of urban and rural culture and tourism emphasizes the concept of sustainability, encourages green tourism, low-carbon travel, and ecological restoration, and provides a realistic path for achieving a modern agricultural cultural landscape system of harmonious coexistence between humans and nature [3]. The practical value of the integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area is not only reflected in the improvement of rural economic benefits, but also in promoting the complementarity of urban and rural functions, the reconstruction of cultural space, and the construction of regional identity, thereby achieving multidimensional linkage between cultural revitalization, ecological revitalization, and brand revitalization.

2.3 Relevant theories of urban-rural cultural and tourism integration

The theoretical framework of urban-rural cultural and tourism integration in the Guangdong Hong Kong Macao Greater Bay Area provides scientific guidance and practical paths for the balanced development and innovation of the cultural and tourism industry in the region. The theory of regional coordinated development emphasizes breaking the urban-rural binary structure and achieving the rational flow and optimized allocation of resources such as population, industry, and capital. The integration of urban and rural culture and tourism injects new impetus into the coordinated development of urban and rural areas through the interactive mechanism of "urban empowerment of rural areas and rural feedback to the city". The theory of industrial integration refers to the formation of new industrial forms through the intersection and coordinated development of factors between different industries. The integration of urban and rural culture and tourism is an emerging composite format that has emerged from the deep integration of agriculture, culture, and tourism industries, achieving a diverse combination of "agriculture+tourism", "culture+experience", and "rural+urban [4] ". The theory of creative economy emphasizes the core role of culture and knowledge in economic development, while the theory of experience economy focuses on consumers' demand for immersive and participatory experiences. The integration of urban and rural culture and tourism creates new cultural consumption scenarios through homestay design, festival activities, cultural exhibitions, and other forms, enhancing the attractiveness and participation of rural tourism. The theory of sustainable development refers to the integration of rural culture and tourism, which not only pursues economic benefits, but also attaches great importance to ecological environment protection and cultural inheritance. Through low-carbon tourism, rural landscape construction, heritage protection and other pathways, we aim to achieve harmonious coexistence between humans and nature, and promote the development of integrated models towards sustainability and high quality. The theory of multifunctional development in rural areas holds that rural areas not only carry agricultural production functions, but also have various values such as ecological conservation, cultural display, and life experience. The integration of urban and rural culture and tourism is an important way to promote the multifunctional release of rural areas, achieving the transformation from "agriculture led" to "agriculture+culture+tourism [5] ".

3. Current situation of rural revitalization and urban-rural cultural tourism integration in the Guangdong Hong Kong Macao Greater Bay Area

With the comprehensive promotion of the rural revitalization strategy, the integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area has entered a new stage of systematic and high-quality development. As an important engine for the coordinated development of national regions and high-level opening up to the outside world, the cities in the Greater Bay Area have formed diverse practical paths in integrating agricultural, cultural, and tourism resources to promote coordinated urban-rural development.

3.1 The policy system is becoming increasingly perfect, and integrated development is gradually being incorporated into mainstream planning

In recent years, a series of policy documents such as the "Outline of the Development Plan for the Guangdong Hong Kong Macao Greater Bay Area" and the "Implementation Plan for the 14th Five Year Plan for Tourism Development in Guangdong Province" have clearly proposed to build a rural revitalization industry system with culture as the soul, agriculture as the foundation, and tourism as the carrier. Various cities have introduced localized implementation plans to promote the extension of cultural and tourism resources to rural areas, achieve interconnectivity of urban and rural resource elements, and enhance the endogenous development momentum of rural areas.

3.2 The types of integration continue to enrich, and the development of business formats presents a diversified trend

At the practical level, various integration models represented by "agriculture+tourism", "culture+experience", and "industry+ecology" have been formed within the Greater Bay Area. For example, cities such as Zengcheng in Guangzhou and Boluo in Huizhou rely on ecological agriculture and hot spring resources to develop leisure and vacation industries; Through the combination of historical and cultural sites and rural creative projects, areas such as Longgang in Shenzhen and

Doumen in Zhuhai are promoting the landing of new formats such as homestay economy, intangible cultural heritage tourism, and study tours, with increasingly diverse integration models.

3.3 The urban-rural linkage mechanism continues to strengthen, and public services tend to be integrated

With the extension of infrastructure such as transportation, information, and finance to rural areas, the flow of urban and rural factors has become smoother, providing a guarantee for the integration of culture and tourism. A group of characteristic towns and boutique villages have achieved organic integration of urban and rural spaces, industries, and service functions through the policy guidance of "city leading township", gradually solving the problem of urban-rural dual structure, and enhancing the attractiveness and service capabilities of rural areas to urban residents.

3.4 The initial effectiveness of integration is evident, but it also faces challenges

Some regions, such as Conghua in Guangzhou, Sanshui in Foshan, and Dinghu in Zhaoqing, have achieved significant improvements in rural tourism reception capacity, agricultural product sales channels, and cultural activity diversity through typical projects. However, the current integration of urban and rural cultural tourism still faces serious problems such as homogenization, talent shortage, and fragmented mechanisms. Some projects overly rely on government investment and lack sustainable operating capabilities. The depth and breadth of integration need to be strengthened [6].

4. Construction of the driving mechanism for the integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area

As an important path to achieve high-quality coordinated development in the region, the integration of urban and rural culture and tourism is not driven by a single dimension, but rather by a systematic process formed through the interaction of multiple factors such as government leadership, market guidance, cultural empowerment, community participation, and technological support. Especially in the context of multicultural integration and high urbanization in the Guangdong Hong Kong Macao Greater Bay Area, the construction of the driving mechanism needs to balance the logic of regional synergy and local adaptation. This article analyzes the endogenous logic and structural support path of urban-rural cultural tourism integration in the Guangdong Hong Kong Macao Greater Bay Area from three dimensions: internal motivation, external motivation, and mechanism construction.

4.1 Overview of the integration mechanism of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area

The mechanism of urban-rural cultural and tourism integration refers to a systematic operational system formed by the organic integration of agricultural, cultural, and tourism resources within a certain spatial scope, promoting the coordinated development of urban and rural industries, spaces, services, and other elements. In the context of the Guangdong Hong Kong Macao Greater Bay Area, the formation of integration mechanisms is not only related to industrial development, but also closely related to multidimensional goals such as regional governance, social structure, and ecological protection. At present, the integration mechanism of urban and rural culture and tourism in the Greater Bay Area is evolving towards the direction of "resource sharing, industry complementarity, platform cooperation, and interest linkage", and has initially formed a prototype of an integration mechanism with project driven, policy driven, market operation, and social participation as the core.

4.2 Path for building the dynamic mechanism of urban rural cultural tourism integration in the Guangdong Hong Kong Macao Greater Bay Area

4.2.1 Internal power

The integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area is rooted in the long-term accumulation of ecological resources, cultural assets, and community vitality in the region. The rich natural landscapes, agricultural systems, historical relics, and intangible cultural heritage in rural areas constitute an irreplaceable material foundation and spiritual source for the integration of culture and tourism, and also provide profound resource support for promoting integrated development. From a natural perspective, the ecological resources such as

mountains, terraced fields, water systems, and forests widely distributed in rural areas of the Greater Bay Area not only have good environmental value, but also contain enormous potential for transformation into ecotourism and health tourism products. At the cultural level, traditional culture such as Lingnan architecture, ancestral temple customs, local festivals, and handicrafts have been revitalized, interpreted, and reconstructed to meet contemporary tourism consumption needs, transforming into cultural experience products with a sense of locality and immersion. The cultural identity and willingness to participate of community residents also constitute key factors in integrated development. Only when residents truly integrate into the process of cultural and tourism development, become inheritors of resources and co builders of industries, can urban-rural cultural and tourism integration achieve a positive interaction between "locality" and "sustainability". Therefore, the internal driving force for the integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area not only comes from the physical supply of resources, but also from the awakening of community subjectivity and the deep activation of cultural systems.

4.2.2 External power

The external driving force for continuously deepening the integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area comes from the organic synergy between policy support, market traction, and technological empowerment. At the institutional level, the national development strategy of "shaping tourism with culture and promoting culture with tourism" provides a clear top-level design for the integration of culture and tourism. The policy documents such as the Outline of the Development Plan for the Guangdong Hong Kong Macao Greater Bay Area, the 14th Five Year Plan for the Development of Tourism Industry in Guangdong Province, and the Action Plan for the Hundred, Thousand, and Ten Thousand Projects have clarified the direction, path, and key tasks of cultural tourism integration. Governments at all levels have lowered the institutional threshold for project implementation and enhanced the investment confidence of various entities through financial support, tax incentives, land policies, and investment and financing platform construction. At the market level, the transformation of residents' consumption structure has given rise to an increasing demand for cultural and leisure activities, and tourism preferences are gradually evolving from traditional sightseeing to experiential interaction, placing higher demands on cultural expression and emotional resonance of cultural and tourism products. This change in demand directly drives the integration of culture and tourism towards deeper and warmer content innovation, scene creation, and service upgrades. The rapid development of high-tech has also injected new momentum into the integrated development of agriculture, culture, and tourism. The widespread application of technologies such as big data, artificial intelligence, the Internet of Things, and virtual reality has gradually brought rural tourism into the era of intelligent operation, covering the entire chain from tourist behavior analysis to project management, from online promotion to digital services, effectively improving management efficiency and tourist satisfaction, and providing conditions for the precise and personalized supply of integrated products. In the resonance of policies, markets, and technology, the integration of urban and rural culture and tourism has achieved a leap from resource integration to value chain synergy.

4.3 Construction of power mechanism

The construction of the driving mechanism for the integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area is essentially a process of multi-party collaborative participation and organic nesting of system mechanisms. It not only needs to stimulate the endogenous vitality of local cultural ecology, but also needs to integrate policy resources, market logic, and technological support to achieve systematic evolution of integrated development. One is to establish a diversified collaborative mechanism based on government guidance, market driven, community participation, and platform support, to promote the integration of cultural and tourism standards, brand building, and platform linkage in the Guangdong Hong Kong Macao Greater Bay Area. Through the "government enterprise village" tripartite construction mechanism, such as "platform+village collective" and other forms of cooperation, the governance efficiency of integrated projects can be enhanced. Secondly, in terms of benefit distribution, we will establish a profit sharing mechanism based on the linkage logic of "industry chain benefit chain", promote institutional arrangements such as cultural property rights investment, project dividends, and land management rights transfer, ensure the discourse and income rights of villagers and communities in resource transformation, and avoid cultural alienation or community marginalization caused by capital intervention. Thirdly, integrated development requires parallel promotion of innovation driven and talent guarantee. By establishing guiding funds, creative funds, and talent incentive mechanisms, we

can attract compound talents with cultural perception, market operation, and cross-border integration capabilities; Strengthen the construction of a gradient talent system that combines local incubation and external introduction, and enhance the creative planning and implementation capabilities of integrated projects. Fourthly, the operation of the integration mechanism also requires the establishment of a set of performance evaluation and dynamic adjustment mechanisms covering economic, cultural, ecological, and social dimensions. With the help of big data and intelligent monitoring tools, key variables and risk points in the integration process should be promptly fed back to ensure that the integration strategy has good adaptability and sustainability. The integrated driving mechanism of urban and rural culture and tourism constructed from this not only provides sustainable support for the systematic upgrading of regional brands, but also lays the institutional and mechanism foundation for the deep practice of rural revitalization strategy in the context of the Greater Bay Area.

5. Effectiveness and development strategy of the integration mechanism of culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area

5.1 Effectiveness of the integration mechanism of culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area

With the continuous improvement of the driving mechanism for cultural and tourism integration in the Guangdong Hong Kong Macao Greater Bay Area, significant achievements have been made in the development of regional cultural and tourism integration. One is the initial formation of a collaborative mechanism among multiple stakeholders. A relatively close cooperation network has been formed between the government, enterprises, communities, and social organizations to jointly promote the implementation of cultural tourism integration projects. Secondly, the synergistic effect of industries is gradually emerging. The integration of culture and tourism is no longer limited to the superficial overlay of "scenic spots+culture" or "agriculture+tourism", but through platform linkage, content co creation, and scene sharing, it has achieved deep and multi-dimensional industrial synergy. Thirdly, the construction of regional cultural and tourism brands has been highly effective. Featured brands such as "Lingnan Cultural Tourism," "Ecological Health and Wellness Tourism," and "Red Study Tour" have gradually emerged, enhancing the recognition and competitiveness of tourism in the Guangdong Hong Kong Macao Greater Bay Area in the national and even international markets. The fourth is a significant improvement in social benefits. The continuous improvement of farmers' income, rural employment, rural infrastructure, and public service capabilities has gradually narrowed the gap between urban and rural development, providing a practical paradigm for achieving common prosperity.

5.2 Case analysis of cultural and tourism integration in the Guangdong Hong Kong Macao Greater Bay Area

5.2.1 Rural tourism projects in Zhuhai City

Zhuhai City has leveraged its ecological resource advantages to create characteristic rural tourism projects such as "Doumen Lianzhou Water Town" and "Jinwan Sanzao Greenway". By developing the integrated business model of "agriculture+culture and tourism+science popularization", a large number of tourists from Guangdong, Hong Kong(China) and Macao (China) have been attracted to participate in agricultural experiences, wetland sightseeing, intangible cultural heritage interaction and other activities. Not only has it improved the appearance of the village, but it has also promoted the sales of agricultural products, significantly increased the collective economic income of the village, expanded the employment channels for villagers, and achieved a "hematopoietic" development of rural tourism.

5.2.2 Lingnan cultural tourism zone, Guangzhou

Liwan District in Guangzhou has built an urban cultural and tourism integration area with Lingnan characteristics, relying on carriers such as Yongqing Fang, Xiguan Dawu, and Lingnan Intangible Cultural Heritage Block. The project has activated the economic and cultural functions of traditional historical districts through the strategy of "cultural protection+tourism revitalization+industrial implantation". For example, the Yongqing Fang project not only preserves the historical features of traditional arcade buildings and blue brick houses, but also introduces creative handicrafts, intangible cultural heritage workshops, cultural exhibitions, and other cultural and tourism content, achieving the modern transformation and reuse of cultural spaces. This area attracts a large number of young entrepreneurs and tourists from Guangdong, Hong Kong(China) and Macao (China), becoming a model

for urban renewal and cultural revitalization.

5.2.3 Cultural and tourism integration of "Wanguo Town" in Zengcheng district

The "Wanguo Town" in Zengcheng District, Guangzhou has achieved a deep integration of agriculture, culture, and tourism through policy guidance, resource integration, and community building. The project relies on rich agricultural landscapes and local cultural resources to build a diversified business model that integrates orchard picking, rural tourism, and educational research, promoting the upgrading of agriculture to experiential and educational consumption. At the same time, by guiding farmers and local elites to participate in the operation of cooperatives and homestays, the role of villagers from resource providers to integrated participants can be transformed, forming a virtuous and win-win mechanism of interest linkage. Through the three in one path of institutional support, industrial innovation, and social participation, rural revitalization and regional brand synergy can be promoted.

5.3 Integrated development strategy of culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area

As an important gateway for high-quality development and opening up to the outside world, the Guangdong Hong Kong Macao Greater Bay Area not only carries the strategic mission of regional brand reconstruction, rural economic reshaping, and cultural identity reproduction, but also faces the practical difficulties of insufficient integration depth, scattered element allocation, and sustainability challenges. To this end, efforts should be made from the five dimensions of policy, resources, mechanisms, talents, and ecology to promote the integration of culture and tourism from "project collage" to "system reconstruction", and achieve high-quality development with connotation.

5.3.1 Strengthen policy guidance and build a systematic support structure for integrated development

Policy guidance is a prerequisite for the initiation and sustained promotion of urban-rural cultural and tourism integration. It is suggested to further develop a special development plan for the integration of urban and rural culture and tourism based on existing policy documents, clarify the functional positioning and development tasks of different regions and levels, and promote institutional coordination and policy recognition among Guangdong, Hong Kong(China) and Macao (China) in terms of cultural and tourism standards, brand systems, resource elements, and other aspects. Improve the policy system for industrial support, and leverage social capital participation through the establishment of cultural and tourism integration guidance funds, rural cultural revitalization special funds, and other means to enhance the financing and risk controllability of cultural and tourism integration projects.

Although the integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area has achieved phased results, it still faces many challenges in terms of deep integration of industries, improvement of service systems, and coordination of ecological protection. To achieve high-quality development and sustainable operation of cultural tourism integration, efforts still need to be made from multiple dimensions such as top-level design, element guarantee, and environmental creation, and a more comprehensive promotion strategy needs to be constructed.

5.3.2 Build a diversified product system that integrates agriculture, culture, and tourism, and enhance the recognition of regional cultural brands

The essence of cultural tourism integration lies in value reconstruction and cultural translation. The Greater Bay Area should fully tap into cultural factors such as agricultural landscapes, intangible cultural heritage, local festivals, and clan memories in rural spaces, and transform them into sensory, purchasable, and narrative integrated tourism products through the path of "cultural IP+scene experience+digital dissemination".

5.3.3 Establishing a talent cultivation and innovation incubation mechanism to stimulate the internal driving force of integrated development

Integrated development urgently requires the support of talents who understand culture, market, and rural areas. Regional universities and vocational colleges should be encouraged to establish composite professional directions such as cultural and tourism integration, rural culture, and brand communication, and to establish a joint training mechanism between schools, universities, and enterprises [7]. By combining local incubation with external introduction, we aim to cultivate a talent pool that integrates cultural understanding, industrial organization, and social mobilization.

5.3.4 Adhere to the equal importance of ecological priority and cultural inheritance, and promote the sustainable evolution of integrated models

In the practice of integration, we should always adhere to the principles of ecological bottom line thinking and cultural subjectivity. This study incorporates ecological protection red lines and traditional cultural authenticity protection mechanisms into the rigid constraints of cultural tourism development, guiding various comprehensive projects to achieve standardized operation in resource carrying capacity assessment, environmental impact control, and cultural ethics considerations. Promote the implementation of green tourism models such as low-carbon tourism, green catering, and ecological accommodation, and enhance the sustainable development capacity of rural areas.

6. Conclusion

Against the backdrop of the comprehensive promotion of the rural revitalization strategy in the new era, the integration of urban and rural culture and tourism in the Guangdong Hong Kong Macao Greater Bay Area is not only a process of reorganizing regional space, but also a key path to reshaping cultural values, reconstructing industrial forms, and rebalancing social structures. Research has shown that to promote high-quality development of urban-rural cultural and tourism integration, it is necessary to adhere to a balance between cultural leadership and industrial synergy, coordinate institutional supply, market mechanisms, and social participation, and achieve a strategic transformation from single point breakthroughs to system synergy. As a strategic highland for regional coordinated development of the country, the Guangdong Hong Kong Macao Greater Bay Area should take the lead in the practice of urban-rural cultural and tourism integration, and assume the role of a demonstration zone and a leading zone. In the context of Chinese path to modernization and regional brand reconstruction, the integration of urban and rural culture and tourism is not only an important starting point to promote the revitalization of rural culture, but also a key fulcrum to enhance the soft power, cultural radiation and international communication of the Bay Area. Only by building a system driven, mechanism complete, and subject co governance integration model can we truly achieve the leap from cultural tourism puzzle to cultural integration, and contribute the experience of the Greater Bay Area to rural revitalization and regional brand building in the new era.

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