

# Research on the Collaborative Development Path of Maojiashan's Tourism and Culture from the Perspective of Rural Revitalization

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## ABSTRACT

Taking Maojiashan in Qingdao West Coast New Area as the research object, this paper explores the path of the collaborative development of its tourism, culture and economy. By analyzing the resource endowment, the current situation and shortcomings of economic development in Maojiashan, the development ideas are put forward. On the basis of the research, the Maojiashan model of the integration of tourism and culture for collaborative development is proposed to strengthen policy guidance, promote resource integration and business form innovation, so as to achieve the collaborative development of tourism, culture and economy, and provide a reference development idea for the goal of the collaborative revitalization of rural culture.

## KEYWORDS

Rural revitalization; Maojiashan; Tourism culture; Development path

## 1 Introduction

Issues relating to agriculture, rural areas, and farmers are fundamental issues related to the national economy and people's livelihood, are major historical tasks for securing a decisive victory in building a moderately prosperous society in all respects and for building a modern socialist country in all respects, and represent the general focus of work related to agriculture, rural areas, and farmers in the new era. Located in the Qingdao West Coast New Area, Maojiashan, leveraging its unique resource endowment, has achieved synchronous economic and cultural development through the integration of culture and tourism, becoming a new model for rural revitalization in Qingdao. Studying its development path not only helps summarize successful experiences but also provides references for other rural areas.

## 2 Current Economic Development Status of Maojiashan

The economic development of Maojiashan Village is mainly reflected in three aspects: In terms of traditional industries, the village focuses on forestry, agriculture, and sideline production, producing a variety of agricultural and sideline products, and vigorously developing the seedling industry. Regarding sideline development, since the 1960s, the village has had multiple sideline projects. Leveraging its locational advantages and tourism resources, Maojiashan Village also vigorously develops tourism, proposing "developing tourism to strengthen the village and enrich the people." Through infrastructure construction, it has formed folk-characteristic rural tourism attractions, laying a good foundation for tourism development. Maojiashan Village actively responds to the national rural revitalization strategy, building a platform for the integrated development of primary, secondary, and tertiary industries shared by both old and new villagers for common prosperity. The village also promotes its modernization development through investment attraction and developing characteristic industries, using tourism development to drive rural economic growth. During its development process, Maojiashan Village has always paid attention to ecological environment protection and improvement, enhancing environmental quality. The village also strengthens the protection of water and land resources to ensure sustainable village development.

With economic development achieved, Maojiashan applies the fruits of economic development to its people, reflected in the social impact of economic development, adjustments in the cultural and tourism industrial structure, and improvements in people's livelihoods.

**Economic Benefits and Social Impact.** The development of the cultural and tourism industry has not only increased the village's collective economic income but also boosted villagers' income. Through house rentals and participation in cultural and tourism projects, the average annual income of villagers has increased by about 24%, and collective assets have increased by an average of 1.7 million yuan per year.

**Scale and Structure of the Cultural and Tourism Industry.** By introducing businesses such as homestays, catering, and cultural creativity, Maojiashan has formed a diversified cultural and tourism industry landscape. Currently, the village has gathered over 50 cultural and tourism enterprises, receiving more than 300,000 tourists annually, driving cultural and tourism consumption of over 7 million yuan. In 2020, the clapper talk "Mountain Village Night Talk" created by an art

troupe won first prize in the Shandong Province "Chinese Dream, New Era, Talking About Moderately Prosperous Society" public propaganda competition in the folk art performance category, telling the story of Maojiashan's industrial revitalization on the path of rural revitalization.

Achievements in Improving People's Livelihoods in Maojiashan Village. The village has made significant progress in education, healthcare, social security, and other aspects, providing better living conditions for villagers and improving their standard of living. The village guarantees the basic living needs of villagers by implementing systems such as pension insurance and medical insurance.

### 3 Maojiashan's Development Experience and Challenges

Maojiashan's economic and social development experience can be summarized into three aspects:

#### 3.1 Economic Development Experience

**Effective Policy Implementation.** Policy Support and Resource Integration Development Planning. Through policy guidance and resource integration, Maojiashan achieved rapid development of the cultural and tourism industry. Relying on the "Qingdao West Coast New Area National Cultural Industry and Tourism Industry Integration Development Demonstration Zone Construction Plan," Maojiashan promoted the rapid development of the cultural and tourism industry through policy guidance and financial support.

**Effective Innovation in Rural Revitalization Mechanisms.** By introducing new business formats and holding characteristic activities, Maojiashan has created a unique cultural and tourism brand. Combining Maojiashan's resource advantages, it develops unique tourism products. It increases tourism product innovation, pays attention to tourism market development trends, and continuously innovates tourism products. It builds the Maojiashan cultural and tourism brand, defining a unique brand image and positioning. It disseminates Maojiashan's tourism characteristics through methods like brand stories and logos, enhancing brand awareness and reputation.

**Effective Incentive Measures for Developing New Rural Communities.** Suitable venues within the village are selected to display Maojiashan's historical changes, folk customs, traditional skills, etc., through physical objects, pictures, texts, and multimedia. Regular cultural activities are held to allow tourists to personally experience the charm of local culture. Villagers participate in community affairs as shareholders, and benefit-sharing is managed transparently, achieving a win-win situation for villagers and enterprises.

#### 3.2 Impacts of Development

First, analyzing the positive impacts. Firstly, at the economic development level: it drives local economic growth, increases employment opportunities, and promotes farmers' income growth. Developing cultural and tourism projects will attract a large number of tourists, drive the development of related industries such as catering, accommodation, and shopping, form a complete industrial chain, and prosper the local economy. Secondly, at the cultural heritage and exchange level: it promotes the inheritance and development of local culture. Through tourism activities, more people learn about Maojiashan's history, culture, and folk customs, enhancing villagers' cultural confidence.

Secondly, analyzing the negative impacts. Firstly, with the increase in tourist numbers, it may exert certain pressure on Maojiashan's ecological environment. Secondly, the influx of a large number of external tourists may impact local traditional culture, leading to its alteration or disappearance.

#### 3.3 Main Challenges

**Long-term Planning and Flexibility in Policy Design.** Maojiashan lacks long-term strategic planning design and is currently still in a state to be developed or deeply developed, without expectations for large-scale policy-driven development. Policy design lacks flexibility, and village committee-level management remains in a "conservative" equilibrium and stability, relying on economically savvy villagers to take the lead, using information and market opportunities to try small businesses.

**Infrastructure Requires Continuous Improvement.** Investment in other public goods to meet residents' needs still needs strengthening. To meet the demands of cultural and tourism project development, local infrastructure will need continuous improvement and upgrading, which will not only benefit tourism development but also improve the living conditions of local residents.

**Externalities of Development Need Holistic Consideration.** As a rural cultural tourism destination, there are more homogeneous competing products in the Qingdao West Coast New Area. With the development of the cultural and tourism industry in surrounding areas, Maojiashan faces increasingly fierce market competition. Therefore, Maojiashan needs to design characteristic tourism products and expand orderly, appropriately introduce some business formats, and innovate the old economy.

## 4 The Synergistic Development Path of Tourism Culture and Economy in Maojiashan

### 4.1 Policy Guidance and Resource Integration

Maojiashan's development aligns with the national rural revitalization strategy. Through policy guidance, Maojiashan integrates natural and cultural resources, adheres to the principle of "culture as the core, tourism as the support, integration as the means, and experience as the purpose," creating and forming folk-characteristic rural tourism attractions described as "viewing greening during the day, viewing lighting at night, viewing beautification all day, and viewing culture during tourism"[5]. Simultaneously, by introducing social capital, it promotes the landing and implementation of cultural and tourism projects.

### 4.2 Proper Project Planning and Positioning

Based on Maojiashan's geographical environment and resource characteristics, carry out reasonable functional zoning. Connect and cooperate with facilities of the supporting coastal resort area, such as beaches, bathing areas, seaside hotels, and water sports centers, to achieve bundled cooperation on cultural and tourism package tickets; develop hiking trails, viewing platforms, ecological science museums, and other projects in the mountain ecotourism area; create folk villages, agritainment, handicraft workshops, etc., in the rural cultural experience area.

### 4.3 Model Design for Maojiashan

Based on policy support and the current development status of beautiful countryside construction, and centered around rural construction and cultural synergistic development, design a set of development models for the Maojiashan model. The planning focus of the Maojiashan model lies in clarifying its positioning, avoiding homogeneous competition, and integrating the rational development of resource endowment with synergistic economic and cultural development. Maojiashan's functional zoning planning needs to consider its geographical environment and resource characteristics to achieve sustainable development. In planning, pay attention to combining the four seasons and festival culture, designing products from morning till night, allowing tourists to feel holistic pleasure, relaxation, and exhilaration, enabling consumers to experience cultural edification beyond enjoying scenery, food, and entertainment. Maojiashan's cultural and tourism synergistic development planning should avoid homogeneous products already developed in other West Coast mountain forest economies and also needs to highlight innovation and creativity in market positioning and selling points to facilitate attracting more customers. Highlight the planning layout plan, especially emphasizing traffic efficiency, safety, and parking, which are the hardware foundation for Maojiashan's rural cultural revitalization. Improve the regional transportation network to ensure tourists can conveniently reach Maojiashan. Simultaneously, strengthen infrastructure construction to provide a comfortable tourism environment for visitors.

### 4.4 Tourism Product Development and Marketing Promotion

Maojiashan should highlight its resource characteristics, strengthen tourism product development planning, and refine local characteristic industries. Strengthen the protection and inheritance of traditional handicrafts, discover and cultivate skilled artisans such as bamboo weavers, blacksmiths, and paper-cut artists, promote the development of characteristic traditional craft industries, and create renowned local brands like "craft brand" and "culture brand." By holding characteristic activities such as Feihua Market, fruit and vegetable picking, and parent-child play, create a unique cultural and tourism brand. Comprehensively use various marketing channels for promotion, and through high-quality tourism products and services, attract tourists to spontaneously promote it. Maojiashan can target residents of surrounding cities. Simultaneously, it can also attract non-local tourists interested in coastal and mountain ecotourism. Through precise market positioning, formulate corresponding marketing strategies.

### 4.5 Developing Digital Cultural and Creative Products

Integrate Maojiashan's cultural elements to develop digital cultural and creative products, such as virtual artworks, digital commemorative coins, and electronic postcards. Tourists can purchase and collect these virtual cultural and creative products through mobile apps or online platforms, meeting personalized needs and collection desires, making cultural and creative products not just simple souvenirs but carriers for disseminating Maojiashan's culture, increasing the fun and cultural connotation of cultural and creative products, and enhancing tourists' purchase intention and experience.

Build a convenient online booking and service platform, and increase the promotion of online cultural and tourism products. Tourists can use the platform to book tickets, accommodation, activities, etc., achieving one-stop service. By using modern technological means to innovate the implementation path of tourism products, Maojiashan's cultural and tourism projects can provide tourists with richer, more unique, and more convenient tourism experiences, thereby standing out in the fierce cultural and tourism market competition and achieving sustainable development.

### 4.6 Ensuring Various Safeguards for Plan Implementation

First, local policy orientation. The government should establish a three-dimensional communication matrix, utilizing

local media for city image dissemination to the local public. Since the audience mainly consists of urban residents, the target of local media communication should primarily be the local public.

Secondly, ensure proper resource allocation, control reasonable development, and prioritize the ecological environment. Strengthen publicity and education on ecological environment protection to raise the environmental awareness of tourists and local residents. Simultaneously, reasonably control the number of tourists, strengthen environmental management and monitoring, and ensure the sustainable development of the ecological environment.

Thirdly, facilitate resource introduction to assist rural cultural revitalization development. Through government policies and proactive government actions, encourage enterprise participation and public support, forming a resource introduction model involving cooperation between the government, enterprises, and social organizations. The government plays a leading role, formulating plans and policies, and guiding enterprises and social organizations to participate in Maojiashan's cultural protection work. Enterprises can provide financial support for cultural protection by investing in cultural projects and developing cultural industries. Social organizations can leverage their professional advantages to carry out cultural research, cultural education, and promotion activities.

## 5 Conclusion

Maojiashan possesses favorable resource endowment for the development of cultural and tourism projects. Through reasonable planning, scientific development strategies, and effective management measures by the government, Maojiashan will become an important engine for promoting local economic development, cultural inheritance, and ecological protection in the future. The design of cultural and tourism projects fully utilizes its natural conditions, forming a sustainable model of synergistic economic and cultural development. The General Secretary emphasized that issues relating to agriculture, rural areas, and farmers are fundamental issues related to the national economy and people's livelihood. Without the modernization of agriculture and rural areas, there can be no modernization of the country. Rural revitalization and synergistic economic and cultural development are the only viable path.

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