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Rural Tourism Elites' Impact on Tourism Evolution in Ethnic Regions

Abstract

The elite group is an essential force in rural space production, which plays a non-negligible role in rural development. Amid the backdrop of the rural revitalisation strategy, tourism development in ethnic areas is booming under the guidance of rural tourism elites. Through a series of unstructured and semi-structured interviews, the mechanism of rural tourism elites is explained, and the factors affecting their role are identified based on the destination life cycle theory and push-pull theory. Results show the following: (1) The development of rural tourism has experienced the stages of exploration, involvement, development and consolidation. (2) Rural tourism elites have played leading, coordinating, guiding, and demonstrating roles in different stages of rural development. (3) Rural tourism elites are affected by both push and pull factors in participating in rural tourism. Push factors include personal experience and spiritual quality. Pull factors include government, market, and social network.

Keywords: rural tourism elite, ethnic village, influencing factor, tourism area lifecycle model, push-pull theory

1. Introduction

Rural tourism, with core elements such as local cuisine and natural heritage (Kriaučiūnas et al., 2023), has proven effective in revitalizing rural communities (Garrod et al., 2006; Law, 2021). In addition to its cultural value, rural tourism and its impact on the economic development of rural regions have emerged as significant and vibrant research areas, particularly in countries such as Romania and China (Ruiz-Real et al., 2020). It has been recognized as a key method of rural development and poverty alleviation (Gao & Wu, 2017). In ethnic areas, the possession of unique natural eco-tourism and ethnic cultural tourism resources is an outstanding advantage for the development of rural tourism (Wang & Liang, 2020). Accordingly, tourism has become a new driving force for the economic development of ethnic areas (Li et al., 2020). When it comes to developing rural tourism, rural tourism elites who integrate political, economic, and social roles are indispensable (Li et al., 2020), especially in China's political context (Saxena et al., 2007). Rural tourism spaces and villagers' social roles interconnect (Wang & Liang, 2020). Rural elites have a significant impact on local culture, economy, and society, acting as key agents in rural revitalisation (Deng et al., 2020).

However, a review of existing literature shows that current research has significant limitations. Most studies focus on single cases and examine specific types of rural elites in a narrow manner. This approach overlooks the transformation of residents from passive resource users to active tourism leaders, a crucial shift for local

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tourism growth. This study aims to fill the existing research gap by adopting a case approach that considers the evolutionary perspective of community development. By doing so, it endeavours to contribute to the sustainable growth of tourism in ethnic regions. The findings will offer new perspectives on the roles of rural elites, providing policymakers with actionable insights for formulating targeted rural revitalisation policies.

2. Literature review

2.1. Rural tourism and rural elite

With the development of rural tourism, tourism elites have emerged as a new type of elite. The theory of social stratification and elite theory defines tourism elites as ordinary villagers who rise to prosperity through participation in tourism and grow into elites with community influence (Wu, 2007). Indeed, the effective functioning of elites is also a booster of tourism community empowerment (Chen et al., 2017). They can utilize their social influence to encourage residents to engage in tourism practices (Wang, 2009).

Studies have shown that the evolution of power dynamics within communities significantly impacts the effect of tourism development on religious elites (Huang & Sun, 2016). In developing countries, it has been observed that agrotourism initiatives are driven by a sophisticated web of elites who are intimately involved in tourism operations (Montefrio & Sin, 2019). A similar pattern emerges in Southwest China, where capital-intensive and merit-based tourism has catalysed transformations in the social and cultural fabric of numerous ethnic communities (Li et al., 2020). Moreover, analyses of individual cases, such as the ethnic community tourism elite "A-nong," have elucidated the trajectory and underlying motivations driving these influential figures (Li et al., 2015). Case studies, such as that of Long Xiaoqiong, a tourism community elite in Li County, have underscored the significance of an elite's cultural identity in shaping and guiding the value orientations of community members, thereby influencing community development (Wu, 2013). Nonetheless, the emergence of tourism has triggered tensions between different social groups over the use of limited resources and the distribution of tourism wealth (Xie & Dinu, 2011). Investigating the dynamics and inner workings of interactions among various stakeholders in rural tourism can foster collaborative efforts towards sustainability (Ma et al., 2020). Thus, studying the mechanisms by which tourism elites contribute during ethnic village development clarifies their impact on stakeholder relationships.

2.2. Tourism area lifecycle model

Since Butler (1980) proposed the Tourism Area Lifecycle Model (TALC), it has become an essential theoretical framework for the tourism community to study destination development. Drawing on the marketing product - life - cycle concept, TALC is reshaped and enriched from a tourism perspective (Beritelli, 2019). As a visual metaphor for the evolution of tourism destinations (Kubickova & Martin, 2020), it illustrates that destinations don't follow a linear path but experience open-ended changes. Often depicted as a shaped curve, it's divided into six key stages: exploration, involvement, development, consolidation, stagnation, and decline or rejuvenation. Practically, scholars employ case-study methods to explain how tourist attractions adapt to internal and external factors in the context of destination transformation and development (Wong et al., 2024). Current research topics include the definition and verification of TALC stages, destination co-evolution (McKercher & Wong, 2021), and the link between the life cycle and tourism tax systems (Yang et al., 2023). However, rural tourism life-cycle analysis is still in its early stage. In ethnic regions, tourism areas may pass through different TALC stages, with rural tourism elites involved to varying degrees and having distinct impacts at each phase.

2.3. Push and pull model

The push-pull model, first proposed by Dann (1981) in tourism, has become a widely accepted and empirically validated motivation theory in tourism academia (Su et al., 2020). In tourism studies, it serves

as a crucial framework for identifying and quantifying the forces driving individual actions (Crompton, 1979). Pull factors determine when, where, and how people travel (Mill & Morrison, 2012), while push factors mainly reflect the internal feelings or external situations that prompt people to travel (Prayag & Ryan, 2011).

Academia is increasingly applying the push-pull theory to niche tourism markets, such as rock climbing (Caber & Albayrak, 2016), birdwatching (Chen & Chen, 2015), hiking (Taher et al., 2015), and leisure angling (Cifci et al., 2024). However, compared to these specialised tourism forms, the practical exploration and application of the push-pull model in rural tourism, which has a broader audience, are relatively limited. Notably, there is a lack of analysis on the motivations of key tourism destination stakeholders, such as rural community leaders. Thus, this study aims to introduce the push-pull model to the field of rural tourism research. It will utilize this framework to examine the behavioral motives of rural elites at different stages of tourism destination development, thereby filling a gap in current knowledge.

3. Case area and methodology

3.1. Study site

This article takes Pingyan Village in Sanjiang, Guangxi, China, as an example. The village is rich in ethnic customs due to the concentration of culture and custom tourism among the Dong ethnic group, as well as their rich original ecological tourism resources. Nowadays, all 967 households in the village participate in tourism product sales, accommodation, catering, the Hundred Feast, and other tourism reception work. The tourism participation coverage rate reaches 100%. The specific information is shown in Table 1.

Table 1
Overview of the research area

Rural information	Details	Tourism-related information	Details
Components	Composed of four natural villages: Pingzhai, Yanzhai, Ma'anzhai, and Pingtanzhai	Number of tourists (2019)	725,000 person-times
Honorary title	"China's Top Ten Most Beautiful Villages" in 2016	Scenic area ticket revenue (2021)	428,000 RMB
Population data (2021)	A total of 967 households, 3,873 people	Per-capita income of villagers (2021)	18,782 RMB
Leading industry	Tourism	Proportion of tourism income (2021)	70%

3.2. Research methods

Qualitative research involves semi-structured interviews as a data collection method (Ryan & Cave, 2005). This study surveyed rural elites proficient in politics, economics, and culture, including government staff, bed and breakfast (B&B) owners, and inheritors of intangible cultural heritage. First-hand data were collected through fieldwork, including semi-structured interviews, from July 13 to 22, 2022. Interview topics covered local development processes, participation in tourism activities, and motivations for such involvement. Interviews were recorded, and shorthand written notes were expanded as soon as possible, usually on the same day. Two researchers conducted interviews in Mandarin. Independent bilingual scholars then completed annotated translations to verify the accuracy of the original translations. All interview data underwent thematic identification and content analysis using NVivo.

4. Findings

4.1. Respondent profiles

Table 2 shows that the demographic characteristics of the sample were of followers. The interviews polled respondents with a mean age of 46 years old. There are four more women than men, and their education level is mainly junior high school (43.8%) and college (31.3%). All the respondents have jobs. All the demographic information was sorted and analysed by an anonymous code. Among them, the rural elites are designated as J, grassroots organisation leaders are defined as Z, and ordinary villagers are designated as P.

Table 2
Respondent profiles (N=16)

Number	Name	Gender	Age	Education	Position	Interview duration	Code
1	WAX	Female	53	Junior	Head of Hundred Feast	100 mins	J1
2	YYF	Female	52	Senior	Deputy Director of the Scenic Area Management Department	105 mins	J2
3	YS	Male	56	College	Inheritors of rural intangible cultural heritage	66 mins	J3
4	WLB	Female	50	Senior	Homestay owner	107 mins	J4
5	GJH	Female	46	Senior	Homestay owner	83 mins	J5
6	HON	Female	43	Senior	Homestay owner	62 mins	J6
7	YHX	Male	47	Junior	Manager of the souvenir shop	62 mins	J7
8	HD	Male	44	Junior	Restaurant owner	49 mins	J8
9	GHY	Male	34	Junior	Clothing shop owner	36 mins	J9
10	SP	Female	54	Junior	Specialty store owner	39 mins	J10
11	YLP	Male	48	College	Deputy Secretary of the Party General Branch of Pingyan Village	70 mins	J11
12	YZR	Male	47	College	Deputy Director of the Pingyan Village Committee	50 mins	Z1
13	LZL	Female	36	Junior	Women's Director of the Pingyan Village Committee	63 mins	Z2
14	DJ	Female	33	College	Villager	58 mins	P1
15	PWZ	Female	21	College	Villager	31 mins	P2
16	LDZ	Female	38	Junior	Villager	47 mins	P3

4.2. The role mechanism of rural tourism elites

4.2.1. The exploration stage: Before 2000

The tourism development of Pingyan Village mainly relies on the Chengyang Bridge. In the early 1980s, many foreign tourists visited this bridge. With the increasing number of tourists, local villagers developed a sense of tourism as a means of making a living. The emergence of tourism provided additional income channels for villagers in ethnic areas. In 1987, the government began to consciously develop tourism, with the Chengyang Bridge serving as the core attraction for ethnic tourism. During this stage, some women, such as J1 and J2, gradually became aware of the economic value of tourism activities and participated in tourism-related activities by selling tickets at the bridgehead of Chengyang. Most rural tourism elites rely on traditional Dong culture to make handicrafts and sell them to tourists. They also spontaneously established a Dong song and dance performance team to offer basic tourism services to tourists, showcasing the distinctive culture of the ethnic areas.

Back then, we sold tickets at the bridgehead for 5 RMB; 4 RMB could buy two bags of salt. Later, people from outside the village invited us to perform - playing the Lusheng, singing, and dancing - for 8 RMB a day. We also went to toast. (J2)

4.2.2. The involvement stage: 2001–2010

Since December 2000, the government has spearheaded the investment and management of scenic spots, with Chengyang Bazhai becoming a model site in 2006. At that time, rural tourism elites played a pivotal role in coordinating land and mobilising villagers' enthusiasm. These elites, acting as tourism pioneers, organised ethnic activities and voluntarily assisted with village matters, thereby improving various aspects of village life and laying the foundation for tourism.

Rural tourism elites, who combine traditional local ethics with urban development visions, have become key figures in the sector (Cao & Yang, 2019). Notably, the "return to the city" trend brought back experienced individuals like J1, a former migrant worker who returned to managing a restaurant and homestay, and contributed to projects like the Hundred Feast, expanding the team and alleviating local employment issues. Similarly, J11 came back in 2008 to run a Dong handicraft store and transform his ancestral home into a farm stay, setting an example for villagers by actively participating in the tourism industry. Driven by rural tourism entrepreneurship and talent revitalization strategies, these returnees have become significant forces in advancing rural tourism development.

My growth is inseparable from this hot land that nurtured me, and I am willing to dedicate my life to protecting my hometown, cherishing the homesickness of Dong village, and leading the entire village to live a fulfilling life. (J11)

4.2.3. The development stage: 2011–2016

In 2013, the government launched the 5A Tourist Attraction (5ATA) project in the Chengyang Bazhai Scenic Area, transforming rural tourism into a collaborative effort among the government, enterprises, and local villagers. Rural tourism elites capitalised on their advantages, collaborating with village committees to ensure fair distribution of benefits and resource sharing, thereby spurring organised and standardised tourism growth. Their effective communication and cooperation were key. To manage tourist flow and boost local tourism quality, they shared visitor resources and coordinated actions. Information exchange kept rural tourism updated and met rising tourist demands. Newcomers learned from experienced peers, significantly improving the overall quality of rural tourism.

When the villagers were preparing to decorate, we advised them to consult with me for guidance, and we would provide them with assistance on how to do it. I hope that the entire accommodation environment in the village can be improved. (J4)

Driven by rural tourism elites, more villagers participated in rural tourism, designing Dong culture-themed inns and selling characteristic products. However, occasional irregularities need prompt intervention. Rural tourism elites' oversight helped standardise ethnic-area tourism. Rural tourism development is a gradual journey, requiring individuals to prioritize public interest over personal gain, demonstrating care and a willingness to sacrifice long-term goals.

4.2.4. The consolidation stage: 2017 to present

In 2017, the "rural revitalization" strategy was proposed. Rural tourism elites are crucial for the effective implementation and high-quality development of rural tourism. By then, tourism had become the primary source of economic activity in Pingyan Village. Villagers no longer participated in tourism out of necessity for their livelihood; instead, they could offer suggestions for rural tourism development and contribute to its

high-quality growth. After being elected deputy secretary of Pingyan Village's Party general branch in 2017, J11 actively promoted the Hundred Feast in Maanzhai, Pingzhai, and Yanzhai. He led other cadres to visit each household, sharing relevant tourism plans and favourable policies. Eventually, rural tourism enabled thousands of village women to find local employment.

No one should be left behind in poverty. Without public recognition and participation, it is impossible to revitalise villages truly. (J11)

Rural tourism has entered the stage of high-quality development in Pingyan Village. J2 started by joining the performance team, then opened her own homestay. Later, she became a village-level official, and now she has joined a tourism company. She has always persevered in the tourism industry. Finally, the leading roles of J2 and J1 in rural tourism have been affirmed and recognised by Liuzhou City, and they were elected as deputies to the 14th and 15th People's Congress of Liuzhou City in 2016 and 2021, respectively. This accomplishment has given villagers greater encouragement to participate in rural tourism. At the same time, they take the initiative to learn relevant policies and actively consider how to achieve high-quality, sustainable development of rural tourism. In addition to continuously educating themselves through active observation and learning, they output the results of their learning to the scenic spot management company, providing suggestions for the creation of 5ATA.

Cultural revitalisation drives rural revitalisation (Liu et al., 2020), particularly in ethnic tourism communities with distinctive cultures. Community elites in these areas play a crucial role in preserving local characteristics. Using their advantages, rural elites strategically promote their material and symbolic resources to tourists. They also encourage villagers to preserve Dong traditions amid the development of tourism. While tourism flourishes, the complete intergenerational transmission of Dong culture is not guaranteed, as many young people lack an understanding of their heritage. Recognising this, rural tourism elites focus not only on tourism development and economic gains but also on the preservation and promotion of their cultural legacy, including Dong songs, opera, and dialect, addressing the urgent need for cultural continuity.

When we go to work, we communicate with each other in the Dong dialect. We are not conscious because we are accustomed to using language. This tradition is well preserved. (P1)

We will all go to participate in some folk customs activities of the Dong people. The company will also provide us with training in embroidery and similar skills; especially during the COVID-19 pandemic, there was a lot of training, and we all participated. (J6)

4.3. The influencing factors

From the perspective of the mechanism by which rural tourism elites contribute to the development of ethnic tourism areas in Pingyan Village, they are influenced by multiple factors. In the current study, the motivation of the rural tourism elite to participate in tourism practices is examined to elucidate the push-pull framework, where push factors are employed to explain their desire, and pull factors are utilised to describe their choice (Figure 1).

4.3.1. The push factors

Personal experience and ability

Capacity-building is a key driving force for the sustainable development of rural tourism (Setokoe & Ramukumba, 2022). The competence of local people can promote sustainable tourism in ethnic areas. Since the 1980s, Pingyan Village has undergone gradual development, providing villagers with more opportunities to engage in tourism. Rural tourism elites who participated from the early stage have gained rich personal and

social experiences, laying a solid foundation for their leading role in tourism development. In addition, long-term tourism participation helps them form a learning mode. Their acceptance and learning of new things and new knowledge continuously improve their quality and ability. On the other hand, as rural tourism elites recognise the importance of sustainability in tourism, they encourage more locals to participate and jointly contribute to the development of tourism in their ethnic areas. These efforts have become an intrinsic driving force for rural tourism elites.

Ethnic culture and spiritual qualities

Rural tourism elites contribute to constructing and deconstructing rural tourism culture (Shi, 2012). In ethnic areas, ethnic culture is crucial for the development of rural tourism and shapes the rural tourism elite. In Pingyan Village, the long-standing Dong culture builds the confidence and pride of elites in tourism participation. Cultural accumulation and confidence fuel their ethnic tourism efforts. Protecting traditional culture during tourism development is key to sustainable ethnic - area growth, cultural revitalisation, and rural revitalisation. Influenced by ancient culture, rural elites gain recognition through observation, innovation, and dedication to their craft.

4.3.2. The pull factors

Policy guidance

The government plays a significant role in rural tourism development by providing a regulatory framework that shapes the economic environment (Hall, 2005; Nunkoo & Smith, 2013). Government encouragement fosters local community participation in tourism (Dadvar-Khani, 2012). In Pingyan Village, rural tourism development begins with governmental leadership. Amid strong national support for rural tourism, rural tourism elites independently engage in the industry, innovating and transitioning from farmers to tourism practitioners and eventually to tourism elites. This government-backed policy environment attracts more villagers to join the tourism sector, encouraging them to become rural tourism elites, thereby promoting the sustainable development of rural tourism. Thus, policy attractiveness serves as a significant motivator for rural tourism elites to participate in tourism.

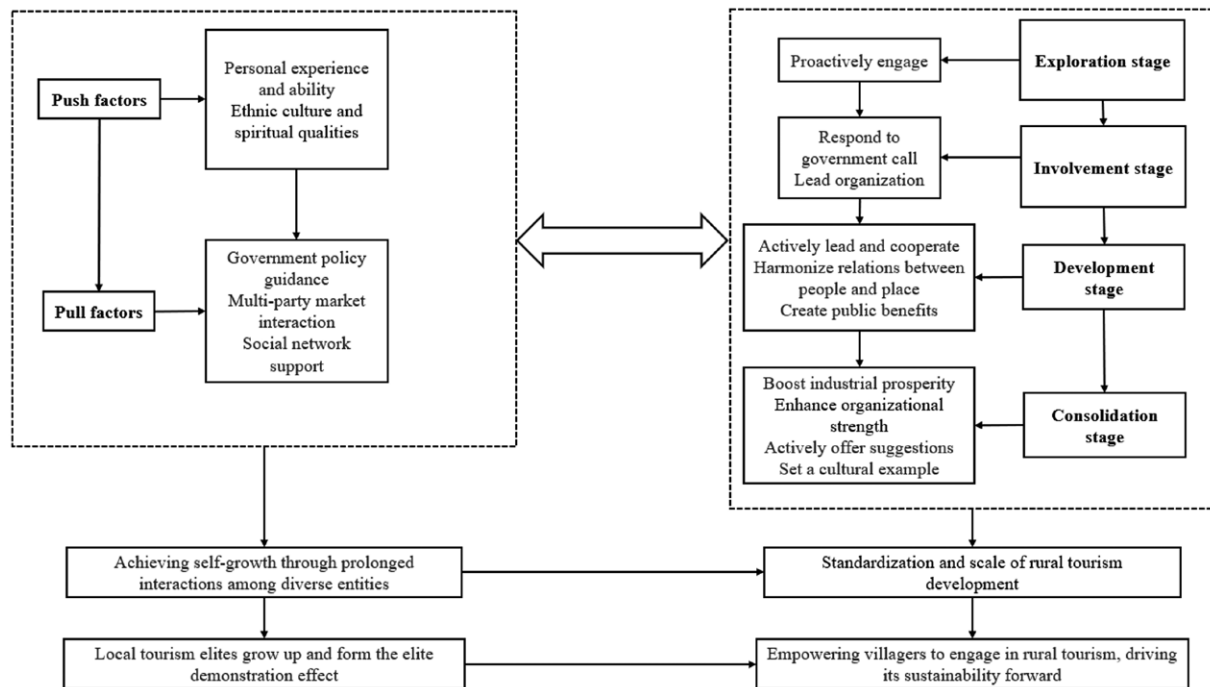
The tourism market development

Tourism enterprises bring resources, info, and innovation to Pingyan Village's rural tourism. They provide a ceremonial space for cultural reconnection (Saxena, 2018). Enterprise-led training enhances the management and technical skills of rural tourism elites. From the tourists' perspective, they introduce modernisation to ethnic regions (Fisher, 2004). Tourists' "gaze" drives elites to refine offerings (Maoz, 2006) and reshape their perspectives (Lane, 2009). Rural tourism elites balance these influences, aligning tourism with local realities. Consequently, ongoing market innovation and development attract rural tourism elites.

The social network support

Sociologically, leveraging the countryside as a society of acquaintances can boost tourism (Li et al., 2015). Prior research has explored the link between social capital and rural tourism enterprises (Costa & Galina, 2016). This study categorizes rural elites' social networks into kinship, geographical, and business ones. These networks provide resources and development opportunities for rural tourism elites. Kinship support, particularly for female elites, facilitates their involvement in tourism. Geographical ties build trust, while industry relationships give influence. With kinship and local support, rural tourism elites promote sustainable livelihoods and collective action, fostering tourism development (Tao et al., 2022).

Figure 1
Schematic diagram of the mechanism and influencing factors of rural tourism elites in the process of tourism development and evolution



5. Discussion and conclusions

5.1. Conclusion

Based on an in-depth examination of the development process of rural tourism in Pingyan Village, this paper summarises the role of local tourism elites at different stages of the destination, focusing on analysing the influential factors of rural tourism elites in the rural tourism sector. The study makes the following findings: (1) The development of rural tourism has experienced the stages of exploration, involvement, development and consolidation. (2) In the early stage of tourism development, rural tourism elites participated in it independently and played a leading role. As tourism development matured, rural tourism elites also played a guiding and demonstration role. (3) In the process of rural tourism, the elite participating in tourism is affected by push and pull factors. Push factors include internal factors such as personal ability, experience, and culture, while pull factors encompass external factors, including government policies, market conditions, and social networks.

5.2. Theoretical contributions

First, from a geographical perspective, understanding the microscopic relationship between people and destinations is of great significance. The current focus on individuals is insufficient in existing research on tourism geography (Degórski, 2014), particularly in the case of the rural elite. However, the elite group plays a key role in the rural tourism production environment and cannot be ignored in rural development. This paper offers an in-depth examination of the mechanisms and influencing factors that shape the evolution of tourism destinations among rural tourism elites, thereby enriching the research on rural elites. Furthermore, gender is an important variable that influences residents' perceptions of the tourism industry (Eyisi et al., 2024). Among the interviewees, individuals such as J1 and J2 gradually evolved from ordinary villagers into

tourism elites, gaining a greater say in economic, political, and other aspects. To some extent, this finding confirms the empowerment of tourism for marginalised groups such as women.

Second, the participation of rural elites in tourism development has created a new rural atmosphere of universal significance. The elite group is an essential connector of rural social networks (Wang et al., 2019). In the field of rural tourism research, it is widely believed that cultivating local tourism elites has a positive impact on the sustainable development of tourism destinations (Yang & Bao, 2020). The different participation stages of tourist destinations are particularly critical to the development of local tourism elites. Therefore, this study adds case support to previous relevant studies.

Thirdly, this study aims to introduce the TALC into the field of rural tourism, which undoubtedly broadens the application boundary of the theory. Previous academic achievements emphasise that TALC theory needs to be continually reviewed and multidimensionally analysed by the academic community to explore its theoretical insights and practical utility in emerging situations. From the perspective of rural elites, this study focuses on the evolution of rural tourism destinations in developing countries, echoing the initiative of Zhong et al. (2008), who advocated that special attention should be paid to regions that use less TALC models, especially in developing countries with significant economic growth. Fourth, this study examines the influencing factors of rural tourism elites' participation in rural tourism based on the push-pull theory, thereby enriching the research results of the academic community. The findings suggest that pull factors tend to be more external, situational, and cognitive, while the push factors are more internally or emotionally related, consistent with previous research (Kim & Baum, 2007). Reflecting its dynamic landscapes and transitions, China's rural areas in tourism studies are characterized by vitality, disparity, and diversity (Su, 2011). This research emphasizes ethnic minority locales, both echoing existing scholarship and pushing the boundaries of academic inquiry in this field.

5.3. Practical implications

Although rural elites have certain advantages over ordinary villagers in terms of resources and capabilities, they cannot participate in rural tourism without the necessary support (Xu et al., 2010). Policies, as emphasised by Huang et al. (2020), play a crucial and fundamental role in rural revitalisation, particularly in the context of rural tourism development. Firstly, talent-nurturing policy optimisation. Local governments should refine regulatory frameworks dedicated to cultivating talents in rural tourism. By leveraging targeted policy guidance, they can create a variety of learning opportunities for aspiring rural tourism leaders. For example, establish rural tourism training centres in cooperation with local vocational schools or tourism research institutions. These centres can offer courses covering aspects such as tourism management, marketing, and quality service improvement. Through such measures, the policy environment for cultivating elite talent in rural tourism can be optimised, ensuring a continuous supply of competent and innovative rural tourism professionals.

Secondly, cultural heritage preservation and promotion. There is a need to reinforce the dissemination and preservation of local traditions. Local governments and relevant stakeholders can diversify promotional avenues by utilising social media platforms, organising cultural festivals, and collaborating with travel agencies to incorporate local cultural experiences into tour packages. In terms of educational pathways, schools in rural areas can include local cultural heritage in their curricula, teaching students about traditional handicrafts, folk stories, and local festivals. This not only ensures the integrity of cultural heritage but also harnesses its power to foster shared values and community cohesion, as noted by Chen et al. (2021). The development of the tourism industry, supported by local governments and community elites, thus serves a dual purpose of economic growth and maintaining a distinct cultural and national identity.

Thirdly, empowering rural elites. It is crucial to recognise the pivotal role and voice of rural elites in the advancement of tourism. Local governments should periodically provide support to help rural elites consolidate

resources and strengths. This could involve financial subsidies for expanding tourism-related businesses, access to preferential loans for infrastructure improvement, or facilitating partnerships with external investors. By safeguarding their authoritative standing among local villagers, rural elites can better mobilise the community to participate in tourism development, resulting in more efficient resource utilisation and sustainable growth of the rural tourism industry.

5.4. Limitations and further research directions

This paper also has some shortcomings. First, the growth and influence of rural tourism elites involve a long-term process. However, the analysis in this paper is based on short-term fieldwork and lacks a long-term diachronic follow-up survey, which cannot provide a more accurate reflection of the changes in the time series. Second, regarding the refinement of influencing factors, this paper does not conduct detailed research on the social interaction process between rural tourism elites and multiple subjects. These are the directions of future exploration.

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