

Research on the Development Model of Guangdong Rural Tourism Projects Against the Background of Rural Revitalization

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ABSTRACT

Over the course of more than a year, the author conducted field investigations in rural Guangdong and learned about the government, real estate developers, and experienced outdoor players' contributions to the development of Guangdong's rural tourism projects and the revitalization of Guangdong's rural areas. They also gained a better understanding of the complexity and comprehensiveness of rural development. Through field research, the author analyzes and summarizes two models for the current development of Guangdong's rural tourism projects: the first is the "rural + camping + mountain tourism + water play + commercial supporting" model; the second is the model of "rural + artistic activities + traditional culture + parent-child parenting + commercial supporting". Both of these models reflect the development ideas of Guangdong's rural areas that are tailored to local conditions and vary from person to person. Through the study of the development model of Guangdong's rural tourism projects, it is hoped to contribute some strength to the revitalization of Guangdong's rural areas.

Keywords: Guangdong, Rural revitalization, Tourism projects, Development models.

1. INTRODUCTION: BACKGROUND

In recent years, the author has followed experienced outdoor players to travel around Guangdong Province and found that they have developed rural tourism projects suitable for different outdoor players through their own exploration. For example, for advanced outdoor players, they pursue natural and undeveloped environments, while for novice players, villages near cities or developed paid campsites are more suitable. Guangdong has a long summer climate and provides ample leisure time. On weekends, they mainly arrange short distance activities in villages near Foshan, such as rowing, bird watching, picnicking, etc. During summer vacation, they provide outdoor activities for elementary school students' families that are far away from the city center of Guangdong, such as hiking, mountaineering, rowing, swimming, parent-child interaction, teamwork, self-care, science education, food cooking, and other activities. Due to the cold weather during winter vacation, it is not suitable to go boating or swimming. Therefore, outdoor

picnics, hiking, science education and other activities will be organized. They are different from travel agencies, and the organizers will flexibly combine them according to different projects. Generally, the number of group members does not exceed ten, and even a family of four can form a group. They do not have the strict regulations of travel agencies. Customers are acquaintances or introduced by acquaintances, and the organizers will purchase insurance for those who participate. In case of accidents, the organizers will provide humanitarian assistance. They lead junior outdoor players to further screen and cultivate high-level outdoor players. This niche outdoor play project is different from the rigid projects of travel agencies, with a strong sense of adventure and flexibility. Following them to play, tourists can often enter uninhabited areas like fairyland, feel the dedication to tourism project development as experienced outdoor players, and experience the natural beauty of rural Guangdong. Through outdoor activities, people overcome difficulties, sweat, and also receive spiritual cleansing. The experience is extremely profound. In more than a year of

participating in activities, the author has increased her understanding of the development of rural tourism projects and has gained certain opinions.

The author has followed them and visited various places in Guangdong Province, including Nanhai Huangji Village in Foshan, Huaiji Datian in Zhaoqing, Pineapple River in Yingde Pineapple Town, Nanshui Lake in Ruyuan, Shaoguan, Hengshanshui Village in Yangshan County, Qingyuan City, Qinglian River in Yangshan, Wanlv Scenic Area in Heyuan City, Xiaobu Village in Shunde, Xingtian Village in Shunde, Sanzhou Wharf in Xingtian, Panyu City, and Xiqiao in Nanhai. Some areas of these places maintain natural ecology, beautiful scenery, and abundant water resources, attracting many outdoor enthusiasts to visit and explore. In the villages surveyed by the author, the two main development models of tourism projects in Guangdong's rural areas are summarized: the first is the model of rural + camping + mountain sightseeing + water play + commercial supporting; the second is the model of rural areas + artistic activities + traditional culture + parent-child care + commercial supporting. The project portfolio model is determined according to the geographical location of the villages and their own advantages, such as Huaiji, Yingde Pineapple Town, Yangshan, Shaoguan Ruyuan, Heyuan and other regions in Zhaoqing. The economic comparison is relatively backward with the cities in the the Pearl River Delta, but the advantages of natural resources are prominent, which is suitable for the combination model of rural + camping + sightseeing + water playing + commercial supporting. Its biggest advantage is to use the natural ecology of these regions, not develop or limited development to maintain its advantages, focus on the construction of roads and the supporting facilities of nearby businesses, focus on the protection of the natural environment, attract tourists and bring people flow. Foshan Nanhai, Foshan Shunde, Guangzhou Panyu and other places are adjacent to urban and rural areas, with profound rural cultural heritage, suitable for developing a combination of art activities, food, cultural activities, and parent-child parenting in rural areas, attracting people from nearby cities.

2. THE COMBINATION MODEL OF "RURAL + CAMPING + MOUNTAIN SIGHTSEEING + WATER PLAY + COMMERCIAL SUPPORTING"

2.1 Datian, the "Ceiling" of Camping in Guangdong

Guangdong Huaiji Datian can serve as a representative of camping in remote rural areas and is regarded as the ceiling of outdoor camping in Guangdong by outdoor players. Outdoor player introductions can be found on the internet, and its scenery and landforms are known as the "Little Xinjiang". Surrounded by distant mountains, there are large areas of green plants and grasslands, herds of water buffaloes, and small streams, exuding a fairy like aura. It is far away from the hustle and bustle of the city and feels like being in a paradise on earth. Why is it said to be the ceiling of camping in Guangdong? Because this place is extremely difficult to reach, located at the border of Guangdong and Guangxi, the road leading to Datian is only a cement road in the first half and a manually excavated mountain road in the second half. The mountain road has both stone and mud-like shapes, and when it rains, the river water surges and flows through the road. Occasionally, rocks fall along the mountain road, and the natural ecology is beautiful along the way. Groups of water buffaloes rest in the mud or eat grass, full of wildness. Due to the rugged and complex road conditions of the mountain road, it also attracts off-road enthusiasts. It can be said that Datian's natural ecology is well preserved, the scenery is beautiful, and it is isolated from the world, attracting camping enthusiasts and some off-road enthusiasts. The author went to Datian on a rainy day and found that the mountain road was muddy, and vehicles climbing up the mountain were prone to slipping. They not only had to cross the muddy road, but also had to pass through the river, which was very challenging. The convoy they encountered on the road was driving professional off-road vehicles, each equipped with an onboard pager, which was very professional. Outdoor players who arrive in Datian are very enthusiastic and will take the initiative to chat with you. They will also actively provide help if needed. They will strictly take away the garbage they bring, which is a common feature among outdoor enthusiasts. They enjoy the gifts brought by nature while carrying a heart of awe towards nature and taking action. After the author

set up camp, there was a family of three who had been here for a week. They were equipped with professional camping equipment and had all kinds of entertainment. At night, they set up a large projector outdoors and enjoyed watching movies together. The campsite in Datian is free and belongs to camping. The arrival of outdoor players has also driven the economic development of the surrounding area. Nearby residents provide delivery services to tourists who visit, and the residential houses in Datian campsite have been converted into homestays to provide accommodation and delivery services for campers. Restaurants near the mountain are also frequented by tourists who pass by. Overall, Datian is a place where you have been once and still want to go again.

2.2 *Mo Liugong Mountain, a Limited Development Paid Campsite*

Mo Liugong Mountain in Yangshan County, Qingyuan City, Guangdong Province, is known as the most beautiful mountain ridge route in Guangdong Province. It has a large grassy slope comparable to Wugong Mountain and thousands of unique karst peak forests. Walking on the sharp ridges, people will find deep canyons at their feet. Standing on the top of Mo Liugong Mountain in the evening, clouds and mist surround the peaks, accompanied by sunset glow, making people feel like they are in a fantasy world. The mountain scenery can be described as handsome. In addition to the mountain scenery, the starry sky at night is also a major highlight. There are three villages at the foot of the mountain: Tian'ao Village, Hengshan Water Village, and Heping Village. There are two paid campsites at the foot of Mo Liugong Mountain, which provide camping facilities, camping equipment, toilets, hot showers, tap water, etc. for tourists who go hiking. In the Mid-Autumn Festival of 2024, the author went to the Starry Sky Camping Site at the foot of Mo Liugong Mountain. The campsite was already fully booked, and people flocked up and down the mountain. Compared to the free but difficult to reach Datian, the paid campsite at the foot of Mo Liugong Mountain is crowded and noisy, with simple bathroom facilities and very little activity area around the tent, suitable for novice outdoor players. These campsites are supporting facilities for Mount Mo Liugong, and the tourists who go there are mainly for climbing, enjoying the scenery, and hiking fun. After visiting once, the author no longer misses this place, mainly because the campsite facilities are simple and crowded.

2.3 *Xiaobu Village Riverside Wetland, Adjacent to Foshan New City*

There is a natural wetland by the river in Xiaobu Village, next to Foshan New City. The vast grassland is filled with fallen cypress trees, attracting many tourists to relax and check in. Walking along this riverside location, you will reach the park of Foshan New City. At that time, the new city had not fully acquired the land by the Xiaobu River, leaving this area. The natural wetland formed a clear contrast with the artificially developed park. When the author went there on Sunday, it can be said that there was a continuous flow of people walking on the embankment, with flowing stalls on both sides of the road, lively and extraordinary. At night, it made people feel like they were in a city night market. There are many people who go to take photos, camp, and livestream on the wetland, enjoying this natural scenery. Compared with the adjacent Foshan New City District Park, it forms a strong contrast, indicating that natural scenery still has attraction and competitiveness in the large area of artificial development. Due to being a free natural wetland and lacking artificial management, the only drawback is that people leave behind garbage on the ground after playing.

3. THE COMBINATION MODEL OF "RURAL + ARTISTIC ACTIVITIES + TRADITIONAL CULTURE + PARENT-CHILD PARENTING + COMMERCIAL SUPPORTING"

The villages in the Pearl River Delta in Guangdong Province are densely populated and economically developed, interspersed among cities. The natural ecology is particularly valuable. It is what urban people pursue and aspire to at present, and it is also an important place to attract people. As a piece of green soil in the city, the countryside has a strong cultural heritage, which is an important advantage, and it is a good place for people to go on Saturdays and holidays.

3.1 *Guangdong Nanhai Land Art Festival, South China Sea Water System*

The Guangdong Nanhai Dadi Art Festival is a typical case of rural revitalization in the Pearl River Delta region of Guangdong Province. It is held every two years, and this year happens to be the second edition. The event takes art as the coordinate and is held in Xiqiao Town and Jiujiang

Town, integrating resources from several villages and regions. There are a total of 8 art districts (Xiqiao Mountain, Tingyin Lake, Pingsha Island, Taiping Village, Ruxi Village, Songtang Village, Huanggang Village, and Yugeng Yueyun). The main venue is in Xiqiao Town, covering an area of 176 square kilometers. A total of 134 artists (groups) from 15 countries and regions were invited to participate in the exhibition, and 73 art works were created. These art works are combined with the environment and culture of the eight art districts. Works such as "Floating Boat", "Silkworm House", "South China Sea Color", "Emergence" and other traditional cultural elements of the South China Sea, Loong Boat culture, food culture, mulberry base fish pond, lion dance culture, Lingnan architectural culture, etc., attracting more than 1 million people from all over the world to the South China Sea for sightseeing and tourism. The event has also developed "Water Tour Strategy" flight routes for tourists to visit, including Huangji Dongshe Line and Huangji Heqing Line, with a mileage of 3 kilometers and a one-way trip of 25 minutes. There are four kinds of fares, including standard Loong Boat and small Loong Boat experience prices: 68 yuan/person (the same price for size). The event lasted for three months, bringing tourists different artistic experience. The Guangdong Nanhai Dadi Art Festival is an officially organized art event that reflects the South China Sea government's careful creation of typical art and cultural activities in the South China Sea. Its large scale and perfect supporting arrangements cannot be compared to ordinary niche teams. The integration and planning of regional resources, as well as the introduction of international artists to participate in artistic creation activities, while showcasing the traditional culture of the South China Sea, are already world-class art events. Although it is only the second edition, if it continues to be held, it will become a business card for the South China Sea, Guangdong, and even China.

3.2 Shunde Xingtang Fengjian Water Town

As the saying goes, where the soil and water nourish the people, the value of water in rural Guangdong is particularly important. Fengjian Water Town in Shunde is the business card of Shunde Water Town. As an authentic Shunde person, the author came to Fengjian and exclaimed that it has preserved the appearance of Shunde villages in the past, especially the waterways. Shunde Village is a famous Jiangnan Water Town. Every child who grows up in Shunde Village has a

strong emotional attachment to the waterways in the countryside. In the past, Shunde Village had dense waterways, but now with the rapid development of the economy, most of the waterways in villages no longer exist. Because Fengjian is located in Xingtang Town, Shunde, which is relatively remote and far away from the development center of Shunde, it has been preserved. The main activities here are boat sightseeing and strolling along the river. These traditional small wooden boats, some of which have been modified and equipped with engines, while others rely solely on human labor, are used by villagers in the village to row boats and receive tourists as part-time jobs. Especially during the peak tourist season, there is a great demand for rowing boats from villagers, and boats come and go in a continuous stream. The shops near the dock for boarding and disembarking are relatively prosperous, specializing in Shunde specialty snacks. The roadside is filled with small vendors selling accessories for tourists. Overall, the biggest selling point of Fengjian Village is the preservation of the appearance of Shunde's water town, becoming a living "historical museum" for Shunde people to reminisce about the past.

3.3 Jiangmen Gulao Water Town

A few years ago, the author visited Gulao Water Town in Jiangmen. It has more waterways than Fengjian and a larger area. In addition to the rural scenery and style along the way, fish ponds are also densely covered. Some of the fish ponds that connect to the river are even filled with lotus flowers. In summer, large areas of lotus flowers enter the lotus flower sea by boat, lie in the boat, and look up at the evening sky. The cool breeze and refreshing fragrance add a sense of isolation and tranquility, making people feel relaxed and reluctant to leave for a long time. Returning to the shore by boat, there were not many catering facilities nearby, and there were no souvenirs related to the ancient labor water town. The group stopped at a rural restaurant run by the family, which had a large number of people on Saturdays and Sundays. They had to wait for a long time before serving the dishes. The family worked as chefs, waiters, and cashiers, which is a characteristic of many rural restaurants in Guangdong. In order to save costs, the whole family mobilized.

4. CONCLUSION

The development model of "rural + camping + mountain sightseeing + water play + commercial supporting" is suitable for remote areas in Guangdong. Taking Datian as an example, the best model is to protect and highlight its natural appearance, which is stronger than the destruction and pollution caused by indiscriminate development. The main development direction is to build roads, repair the roads leading to it, preserve a natural paradise in Guangdong, and also drive the economic development of the surrounding areas. Compared to the development and establishment of the campsite at the foot of Mo Liugong Mountain, it is ultimately not a long-term development plan. The small campsite location, in order to receive more rent, is noisy, and has rudimentary sanitation facilities, which are unsatisfactory. Similarly, in order to develop, there are many cases that have not been well developed. Therefore, as the saying goes, protection and development complement each other. Development should have a long-term vision and develop on the premise of protection. The goal of development is to enhance tourist satisfaction and experience, attract foot traffic, and increase economic income in a virtuous cycle. Like the wetlands by the river in Xiaobu Village, there are many scattered and scattered areas in the Guangdong Delta region. The government does not pay attention to them, and the village committee does not manage them. Although the scenery is beautiful, the garbage on the ground is very frustrating. For these areas, the best solution is for the village committee to charge small cleaning fees to visiting tourists and merchants, and enhance the cleaning and management efforts.

The development model of "rural + art activities + traditional culture + parent-child parenting + commercial supporting" is suitable for the central area of Guangdong. The Dadi Art Festival in Nanhai, Foshan is undoubtedly the most representative one at present. It reflects the integration of rural resources, the introduction of international art, and the display of traditional culture in Nanhai under the planning and organization of the government. It is admirable. It is held every two years and will definitely become the business card of Nanhai. The only downside is promotion. The author's colleagues and relatives in Foshan around me are not aware of this activity. The author only learned about it after going boating and watching egrets in Huangji Village. The Fengjian Water Town in Shunde is relatively small

in scale. Apart from taking a boat to enjoy the scenery, the surrounding shops do not have good supporting facilities and planning. For tourists, there are few souvenirs about Fengjian Water Town, and the brand characteristics of Fengjian Water Town are not highlighted. The ancient labor water town in Jiangmen was visited by the author a few years ago. At that time, the developer of Zhengzheng Overseas Chinese Town was working by the river. According to a friend's introduction, if you come here to visit in the future, you may need to buy tickets to enter. Now, according to online research, it is indeed very different. With the support of Overseas Chinese Town, a comprehensive tourist resort has been built, with a strong commercial atmosphere, modern and complete facilities, but it also lacks the local flavor of Lingnan water town.

In the past year of field investigations and visits to rural areas in Guangdong, the author has witnessed the development of rural tourism in some regions of Guangdong, which has opened people's eyes and made them understand that rural development cannot be separated from local conditions and individualized laws. Its complexity and comprehensiveness cannot be solved by villagers alone. Government investment and management, real estate investment and development, and the exploration and development of rural tourism projects by experienced outdoor players all reflect the various possibilities of future rural development. The participation of all levels of society is the driving force for rural revitalization.

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