

Research on Tourism Innovation in Ethnic Minority Villages: With A Case of Minzu Village of Guizhou Province in China

Chen Pindong, Nutteera Phakdeephrot, Chai Ching Tan

(Rattanakorn International College of Creative Entrepreneurship, University of Technology Rattanakosin, Thailand)

Abstract: Innovation is one of the main positive driving forces to promote social development. The Rural Revitalization is a major strategy of China, which aims to strengthen agriculture, benefit farmers, and raise rural living standards. China has a large number of ethnic minority villages, many of which are with beautiful natural resources and rich traditional culture, but they have not been properly developed and utilized in some villages. Developing tourism in these areas is one of the main means to promote the Rural Revitalization Strategy and achieve the whole national prosperity in China. In the process of fieldwork to more than 30 tourism villages, the authors found that many villages are developing very fast because of the tourism industry, but they are also facing some problems. In particular, many of them have common problems, such as with single tourism products and the phenomenon of homogenization. They are facing the urgent requirements of the transformation and upgrading of rural tourism products, and innovation has become the key link to change the situation and solve the problem. In addition, the author also found very positive cases of tourism innovation of ethnic minority villages in China, such as Minzu Village in Guizhou, China. The authors adopted methods of observation and in-depth interview to understand deeply and analyze the elements and mechanism of tourism innovation of this village. It is found that heredity, variation and synergy are key factors in the tourism innovation of ethnic minority villages. In addition, core talents and emphasis on the uniqueness of products also play important roles. This study will not only guide prospective researchers in analyzing the relationship between innovation and tourism, but also enable those committed to developing rural tourism practices to understand the key issues.

Key words: ethnic minority villages in China; tourism innovation; Minzu village

JEL code: Z3

1. Introduction

The *14th-Five-Year Plan of China* covers four new keywords: innovation, smoothness, market vitality and rural revitalization (R. Song, 2020). In August 2019, the document *Implementation Opinions on Further Stimulating the Consumption Potential of Culture and Tourism* issued by Chinese General Office of the State Council emphasized that rural tourism should be vigorously developed, and a number of beautiful key rural tourism villages should be launched. It can be said that a new era of rural tourism is coming in China (Zeng, Wu,

Authors' Note: The work was supported by the National Social Science Fund of China (Grant number: 19XMZ041).

Chen Pindong, Ph.D. Candidate, of Rattanakorn International College of Creative Entrepreneurship, University of Technology Rattanakosin; research areas: tourism management and tourism development. E-mail: 836363938@qq.com.

& Xu, 2019). Developing rural tourism in rural areas with tourism resources is a powerful starting point to improve rural beauty and wealth. In recent years, the rural tourism in China has developed rapidly, showing a steady increasing trend. According to the data of MOA of China, in 2016, the rural tourism received nearly 2.1 billion tourists, with an operating income of more than 570 billion yuan and more than 8 million employees, driving nearly 7 million farmers to increase their income; in 2018, the rural tourism received 3.03 billion trips, and its revenue reached 800 billion yuan.

However, in the process of the development of rural tourism in China, due to the late start but fast development speed, the foundation is not solid, so many problems also exist (Zhang & Lou, 2019). At present, the rural tourism in Chinese focuses on displaying rural natural ecological environment and idyllic scenery, providing catering and accommodation services, organizing activities such as crop picking and labor, etc. It seems that rural tourism activities are rich and diverse, but in fact, it ignores the tourists' emotional experience, spiritual feelings and other cultural needs. In other words, there is a lack of cultural connotation. Because of that, rural tourism lacks the impetus for sustainable development (H. H. Liu, 2018). In March 2020 to January 2021, the authors carried out a fieldwork involving more than 30 villages in China. Through questionnaires, deep interviews and other methods, the development models of rural tourism industry are understood, and the problems existing in the tourism development are sorted out. The survey results show that there are obvious problems such as shoddy productions, lack of innovation, imitation and homogenization in the tourism development of some villages, which tourism development are still in the primary stage. The characteristics of these villages are: 1) the product structure still stays in the low level and single stage which is mainly based on extensive farm catering and accommodation; 2) the function of tourism products is narrowly defined and has not yet been combined with contemporary popular elements and high-end technology to extend new product functions; 3) the added value of products is still not high; and 4) there is a lack of continuous and effective innovation. If the hierarchical structure of tourism products is too single, the direct result is that the consumer demand of tourists cannot be met and a large tourism consumption market cannot be formed, and the indirect result is not conducive to the sustainable development of tourism (Hardy & Pearson, 2018).

Therefore, some villages are now facing the urgent requirements of the transformation and upgrading of rural tourism, and innovation is an essential step. However, If we reflect on the relationship between innovation and the future of rural tourism, a series of key questions emerge: What exactly is tourism innovation? If innovation is crucial to rural tourism development, what kind of innovation is the best? What is the key elements of rural tourism innovation?

In the process of fieldwork, the authors found some excellent cases of innovation, such as Minzu Village in Guizhou Province, China. This study will take it as a case study to answer the above questions.

2. Literature Review

Innovation, is one of the driving forces of development, which is defined as the introduction of a new product or the introduction of a different characteristic of an existing product, the development of new techniques during the production process, and the availability of new resources in the supply chain (Schumpeter, 1934). Innovation promotes the change of production relations and social system, it is regarded as an important tool for the development of enterprises, especially small and middle sized enterprises (SMEs) (Massa & Testa, 2008).

The tourism innovation also originates from Schumpeter's concept of innovation, which is about the recombination of production factors (Weiermair, 2004) and is a dynamic process from generation to realization of new products, services and creativity (A. M. Hjalager, 2010). Tourism innovation is a fluid and dynamic concept

whose meaning changes according to the context (Heslinga, Hillebrand, & Emonts, 2019) and its essence is actually the result of knowledge innovation in tourism industry (S raphin, Gowreesunkar, Rosel -Chim, Duplan, & Korstanje, 2018). Tourism innovation includes product innovation, process innovation, management innovation, market innovation, input innovation and organizational innovation (A. M. Hjalager, 2010).

Tourism is one of the most innovative industries in the world because of its ability to integrate technology and social progress through new business creation (A. M. Hjalager, 2015). Tourism industry, as a member of the service industry, faces new technology, new demand customers and their constantly changing consumption patterns, new competitors and new environment. In order to adapt to the constant changes in the industry, innovation emerges at the right moment. Tourism innovation is a key factor that determines the growth and development of tourism enterprises and a region. Those countries and regions with innovative spirit have higher productivity and income than countries and regions without innovation (Fagerberg, 2003). Tourism innovation promotes the growth of local tourism economy (H. L. Song & Song, 2011). It can also improve productivity, thus improving the welfare and income of residents in tourist destinations (Booyens & Rogerson, 2016). For this reason, innovation should be regarded as the core driver of long-term growth (Boycheva, 2017). Tourism is a comprehensive industry, including complex elements of catering, accommodation, transportation, entertainment, tourism and shopping, etc.(Weaver & Lawton, 2014), its structure features promote innovation to focus on such fields as product, process, service, technology and social innovation(A.M. Hjalager, Kwiatkowski, & Larsen, 2018). Tourism businesses need to innovate and constantly improve their competitiveness, adapt to changing technologies and continue to offer attractive services to customers (Wang, Hu & Li, 2018).

Discovering the gaps and problems in a certain domain can sublimate and improve the scientific research (Işık et al., 2019). Some scholars argues that the capabilities and incentives utilized in the innovation process in the tourism industry are still not fully understood (Mart nez-Rom n, Tamayo, Gamero, & Romero, 2015). Research shows that innovation has been underestimated in service activities and excluded from the scope of government interests and policies. In addition, research-based knowledge of tourism business innovation is still scarce (Ruspini, 2018). Organizations can play a key role in supporting, facilitating, and facilitating innovation from smaller to more radical innovations (Fan, 2019). Empirical knowledge of the impact of innovation on tourism destinations is very limited (A. M. Hjalager, 2010). It is found that the research on technological innovation is the most, and product and service innovation is the least researched topic (Işık et al., 2019). Sustainability is at the heart of destination competitiveness today: conservation of natural resources, socio-cultural heritage and living culture is considered an important part of the travel experience (Hall, 2019). After UNWTO, the tourism industry should take full account of current and future economic, social and environmental impacts, balancing the needs of tourists, industry, environment and local communities (Ruspini, 2018). Innovative ways are needed to ensure economic, social and environmental sustainability of its growth and business success (S raphin et al., 2018). At present, rural tourism consumers have already crossed the stage of primary consumption, and their expectations and demands are higher and more. They no longer simply buy, but want to participate in it and gain more experience(P. D. Chen, 2018). More and more villages begin to embark on the road of rural tourism. If the current rural tourism development mode is not changed, it cannot meet the needs of consumers (Wang et al., 2018), and it is not conducive to the long-term sustainable development of rural tourism (Zhao, 2015). Because innovation plays an important role in improving the service quality of tourism, these changes and transformations also urgently need rural tourism to carry out innovation (Garay, Font, & Corrons, 2019).

In general, from the existing literature, the research and theory development in tourism innovation are rapidly

evolving (Rattena & Bragab, 2019). During the process of searching articles, the authors find that the number of foreign articles are more than Chinese relative research. There is still much room for improvement in the practice of tourism innovation, and the current research quantity and quality are insufficient (Işık et al., 2019). Due to the complex nature and characteristics of tourism innovation, there are many challenges to be overcome in the future (Rattena & Bragab, 2019). Rattena & Bragab (2019) also advocate that tourism researchers continue to push the domain forward. In view of the above reasons, this research has identified this research theme. This study will not only guide prospective researchers in analyzing the relationship between innovation and tourism, but also enable those committed to developing rural tourism practices to understand the key issues.

3. Research Methods

3.1 Background of the Study Case

Chishui City is one of the *Top Ten Bamboo regions* in China, with a total bamboo forest area of about 90,000hm². and about 200,000 people engaged in related work with bamboo industry. Minzu Village is located in the core area of Danxia World Natural Heritage Site in Chishui, 12 kilometers away from Chishui City (Figure 1). With a beautiful ecological environment and a forest planting rate of 90%, Datong River runs through the area. It is one of the *National Ecological Demonstration Villages*, the *ethnic minority villages of China*, the *30 Most Charming Ethnic Minority Villages of Guizhou Province*, and the only concentrated region of Miao people in Chishui City. The village covers an area of 13.8 square kilometers and has jurisdiction over 15 villager groups with 3,418 people in 916 households. Among them, 1,478 are Miao. There is great relief of topography, large elevation difference, more mountains, and with a typical subtropical humid monsoon climate. There are no industrial polluting enterprises in the area, and no pollution source within 15 kilometers of the surrounding area.

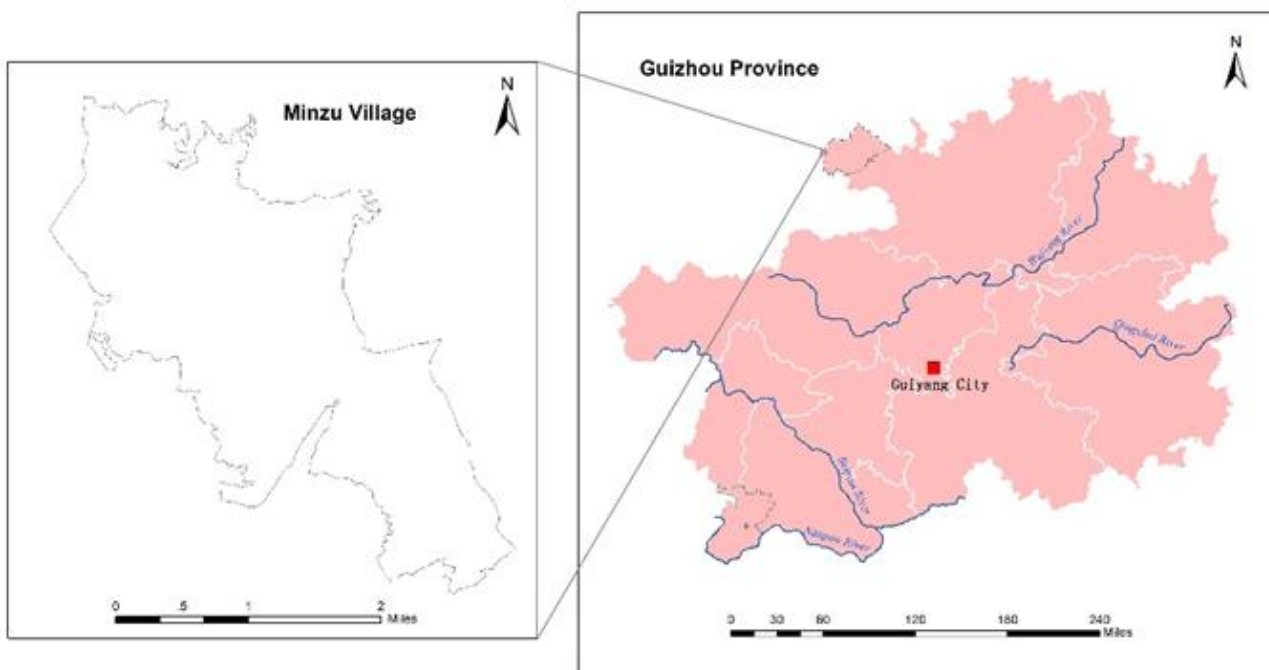


Figure 1 The Location of the Village

In recent years, Minzu village has conscientiously implemented the policies of the Chinese government and put forward development strategies of *development village with ecological environment, strong village with bamboo industry, rich village with tourism industry*, strengthening construction of local organization vigorously and adjusting the industrial structure. Through improvement, the bamboo industry, tea industry and tourism industry are vigorous in recent years. The economy, society, culture and other aspects of Minzu villages have been greatly developed, and the former poor and backward remote hills have changed into famous rich new villages. In the village, characteristics buildings, clean streets, happy villagers are impressed. The region has also built agricultural ecological demonstration sightseeing park, Dendrobium ecological sightseeing park, Dashipan ecological sightseeing park, Miao museum.

3.2 Research Methods

On the basis of the existing data collected and analyzed, the authors conducted two field researches on Minzu villages, the specific time is respectively from August 18 to 25, 2020 and from January 19 to 23, 2021. In the process, the researchers adopted the direct observation and indirect observation to know that the development of village tourism including the villages of national cultural preservation and inheritance, transportation, accommodation, food, tourism commodity development, the development of participation entertainment program, tourist area of architecture and landscape coordination degree, the appreciation of the natural scenery, villages building, the participation of tourism activities of local people, and the quality of service, the price level and so forth. In addition, through in-depth interviews with 16 local residents, the development status of the local tourism industry and the level of tourism innovation are clarified, and the scale and abundance of the tourism resources, historical and cultural characteristics and the development status of the tourism industry are understood.

4. Research Finding

From the perspective of biological evolution, the evolution of biological populations in nature cannot be separated from three key words: heredity, variation and synergy(H. X. Liu, 2019). In the process of investigation, the authors found that in the development process of Minzu village in Guizhou of China, tourism innovation and biological evolution are quite similar. In order to clear the general process of the village tourism innovation, this paper mainly introduced the evolution of three keywords: *heredity, variation, co-evolution*. The heredity is corresponding to practice replication in the field of innovation, which is the process by which traditions or conventions are followed by new innovative organizations(Luo & Liu, 2004).Variation in the field of innovation refers to the change beyond the conventional process and the major breakthrough of technology, organization or product(H. X. Liu, 2019). Coevolution refers to the co-evolution of mutual adaptation developed by two interacting groups in the evolutionary process. In a broad sense, it refers to the co-evolution or evolution between organisms and organisms and between organisms and environment in the long-term mutual adaptation process(C. Z. Chen & Wang, 2009). In the field of innovation, collaborate is an innovation mechanism of competition, exchange, win-win and sharing among various innovation elements.

4.1 Heredity Perspective: It Is Necessary for Tourism Innovation to Adhere to Local Features, and Attention Should Be Paid to Carry Out on the Basis of Inheritance.

In the biological evolution of nature, the role of biological genetics is to retain and accumulate the achievements of evolution, so that the survival and evolution of future generations become easier. This is also a law of innovation.

In Minzu village, various forms of tourism innovation are better inherited from the traditional resources.

Minzu village is a village where many Miao people live, and the Miao culture is rich. Local people pay attention to the excavation of the Miao culture to develop rural tourism (Figure 2). The local government has invested more than 10 million yuan to build the village with ethnic minority cultural features. It has set up a worship square, a customs street and a exhibition hall for the Miao culture. It has attracted investment to build three agro-ecological sightseeing parks. Xiong Jiaying is a retired leader of the village. Every holiday, she would lead her performance team to perform in scenic spots. *Bamboo dance* and bamboo musical instruments can always attract tourists. In order to lead people out of poverty, she set up a Miao cultural performance team of more than 10 people.



Figure 2 The Festival Culture of Miao People of Minzu Village

Source: mt.sohu.com

In Minzu village, bamboos are everywhere (Figure 3), the four seasons are green. Bamboo has brought good ecology and formed a road to prosperity for the village. The new generation villagers have developed the bamboo weaving technology from the original daily necessities such as bamboo baskets bad-mat to tourist commodities such as handbags. The old craft has been passed on to the new process. In Datong ancient town, ethnic crafts such as plane or three-dimensional bamboo weaving, root carving, oiled paper umbrella have become a scenic line for tourism. Interview the owner of the Minzu bamboo weaving factory to know they can get an annual income of more than 300,000 yuan. Ethnic crafts not only enrich the connotation of landscape tourism here, but also promote the increase of income of local people.



Figure 3 The Bamboo Forest in Minzu Village of Guizhou Province, China

The mysterious Duzhupiao (Figure 4) The performers stand barefoot on a straight bamboo with a diameter of about 20 centimeters and a length of more than 8 meters. At the same time, they hold a small straight bamboo pole with a diameter of about 5 centimeters and a length of about 4 meters as a paddle on the water.) originated from the ancestors of the Miao nationality in the Minzu village along the Chishui River. A villager gave the authors a detailed description of this interesting tradition: “In ancient times, in order to carry out cultural and commercial exchanges with the Han people, the ancestors of the Miao people often used a bamboo as a convenient means of transportation on the Chishui River. In addition, to buy daily necessities, the local people used to go between Chishui County or other villages with standing on a bamboo, which was both time-saving and convenient. Now Duzhupiao has been listed in the provincial intangible cultural heritage protection list of Guizhou province. It also become a unique national traditional artistic performance of China. The performers are very popular with tourists because of their graceful form and coherent movements.



Figure 4 The Culture of Duzhupiao

Source: <https://www.sohu.com>

4.2 Variation Perspective: Tourism Innovation Is a Process of Change That Good Community Management and Guidance Is Important

There are a variety of variations in nature. It is the existence of variation that ensures the diversity (Cai & Lin, 2008). An innovation initiative will certainly create a new tourism product that does not yet exist (Sin, Nowak, Bogusz, Kowalska, & Janigová, 2020). There has rich cultural life in Minzu village and all kinds of festivals are held every year. The government adopted a variety of forms of publicity, extensive propaganda the importance of ecological construction, improve the villagers ecological protection consciousness, fully arouse the enthusiasm of the villagers to participate in tourism development. Relying on ecological advantages, the village are developing with a combination of development measures by local government taking.

Over the years, through the continuous promotion of bamboo base construction in ethnic villages, bamboo industry has developed into a pillar industry to enrich the people and strengthen the village, and become the main source of income for rural people. At the same time, the development of rural tourism is constantly strengthened, and village leaders actively guide the people to engage in catering, accommodation, handicraft production and sales and other tertiary industry services around tourism, gradually forming a tourism characteristic industry. Unique folk customs, simple folk customs, intoxicating rice wine, pleasant local music, gorgeous ethnic costumes, wonderful folk art, etc. traditional elements and modern cultural creativity, leisure experience lifestyle are combination and constitutes the unique ethnic cultural circle.

4.3 Synergy Perspective: Innovation Is a Cooperative Process, and the Active Participation of Local Residents Must Be Attached Importance to

According to Sinetal, innovation can play a critical role in tourism, but in order to create an innovative product in rural tourism, it is necessary for local parties to act together. This can be difficult and not only requires proper management strategies, it can also lead to higher costs (Sin et al., 2020). In the tourism development of ethnic minority villages of China, as the cultural subject of tourism product development, local people will inevitably become the interest subject of cultural resource capitalization (Fan, 2019). If village residents have been excluded from stakeholders in tourism development, it denies their natural sovereignty, at the same time, as the main part of tourism resources, can't get the interests of the villagers will be never negative attitude and behavior and even the extreme violence against tourism development, resulting in the tourism development is unsustainable (Chai, Z. Y. Chen, 2015). The tourism development of Minzu village relies on the local residents' living skills, customs, values, these elements are rooted in the residents' attitudes, words and deeds, and their property rights are natural from the living individuals. Local people have a high enthusiasm to participate in tourism. There are several common answers in the interview: 1) "Tourism development has brought us benefits and made our life better"; 2) "I would very much like to participate in the development of tourism"; 3) "I hope the tourism development here will be better and better in the future".

Local leaders also paid great attention to fully encouraging the initiative of the villagers. "The masses have the best say, they are the real masters of the village", said a local government leader. In the area there are a large number of tea trees are planted in Wang Yunfeng ecological farm (Figure 5), with supporting rural tourism facilities such as fishing, farmhouse entertainment, home stay and viewing platform. The government leaders encourage the nearby Miao people to actively participate in the management and maintenance of the farm, picking tea (Figure 6) and guide tourists, etc.



Figure 5 Tea Making Experience for Tourists of the Wangyunfeng Farm



Figure 6 The Local People Are Picking Tea¹

In addition, the poverty alleviation strategy of Chishui City Government is “the government leads, the cadres support and the masses is main body in the rural revitalization”. It is also very obvious on this point in the poverty alleviation work of local government. Here the poverty alleviation work is given priority, and some projects and funds are inclined to local people.

In addition to the above perspectives, which is similar to biological evolution innature, the authors find that the leadership of core talents and the emphasis on uniqueness are also critical in tourism innovation. Take bamboo weaving industry of the village as an example to illustrate the two points.

4.4 The Power of Core Talents in Innovation Should Not Be Underestimated

Bamboo is planted everywhere in the village. Rich bamboo resources and profound cultural deposits also

¹ Available online at: <http://www.cnepaper.com>.

create natural advantages for outstanding talents to start businesses and innovate. In May 2012, Yang Changqin, a folk bamboo weaving artist and handicraft artist of Miao people, founded the Minzu Weaving Company taking the responsibility of carrying forward developing national culture. Yang actively made efforts and contributions to the revitalization of handicrafts in ethnic minority areas, the development of traditional handicrafts and the publicity of the ethnic culture of China.

“I have been engaged in bamboo weaving for ten years, and I have grown from an apprentice to the inheritor of the provincial intangible cultural heritage of Guizhou. I have also helped the villagers to get rid of poverty and become rich with my skills. In addition to bamboo handicrafts, there are many other bamboo handicrafts here. I believe that with more and more tourists coming here, our bamboo handicrafts will sell more and more well, and can also drive more villagers to get rich. Considering the development situation of our village, if we want to get better development, we must dig deeply into the local traditional ethnic culture and local characteristic resources”, Yang said.

So far, her company owns more than 3000 square meters of factories and exhibition halls, and has invested in more than 10 sales points and experience stores for tourists. It has not only absorbed more practitioners of bamboo weaving, but also brought real benefits to local residents. A villager said, “I possess a large number of bamboo, now the bamboo makes more money than before. In the past, one bamboo could only buy about five yuan. Now a bamboo can sell for more than 20 yuan”. In addition to buying bamboo directly, Yang also helps local villagers, especially left-behind women, find jobs. Her company now has more than 100 employees, 80% to 90% of whom are local left-behind women. Depending on the level of proficiency, each employee earns 2,000 to 8,000 yuan per month. “I used to be a stay-at-home and now I’ve been working here for more than three years”, said one woman, “I’m happy with my current situation and I earn more than 3,000 yuan a month”. Another woman said: “I mainly do the decoration for the small cups (Figure 7). It takes an hour and a half or two for one cup. I can do several cups a day. I have more freedom in piecework pay and I am satisfied with it”. Yang Changqin also did not stop the pace of progress, for improving the design level, she has cooperated with universities to build a research center called JiZhutang. In addition, the investigation known that the products as characteristic commodities not only domestic sales, but also exported to the United States, Portugal and other countries.



Figure 7 Decoration For Small Cups

4.5 Uniqueness Should Be Valued in the Innovative Contents of Tourism Products

This point can also well reflected in the bamboo weaving tourist goods. With the idea of bringing the traditional craft back to modern life, Yang Changqin innovated on the bamboo weaving technique, replacing the flat bamboo weaving with the three-dimensional bamboo weaving. “Innovation is always the weakness of bamboo weaving development, and traditional handicrafts should also actively respond to market changes”, Yang Changqin said. On the basis of inheriting the traditional technologies, bamboo weaving reflect the aesthetic feeling of modern design, color, weaving patterns and other elements. The products are the integration of tradition and fashion, can better adapt to the market. In the past two years, the bamboo weaving products cover bamboo weaving tea sets, coffee sets, wine sets, living utensils, bamboo weaving flat paintings, etc. “In the past, our products were mainly involved the farming life tools. Later, we innovated according to the needs of the market. We made handbags, bracelets, earrings, coffee mugs, etc., combining the traditional and modern characteristics of bamboo products to truly integrate bamboo into our lives. Intangible cultural heritage is not only about inheriting skills, but also about being close to life, innovation is the only ways to better development and protect traditional culture” (Figure 8); “There are a lot of old skills which are really good, but they also have certain limitations. It’s old-fashioned in style and poor in practicality. Many young people can’t accept it”, Yang said.

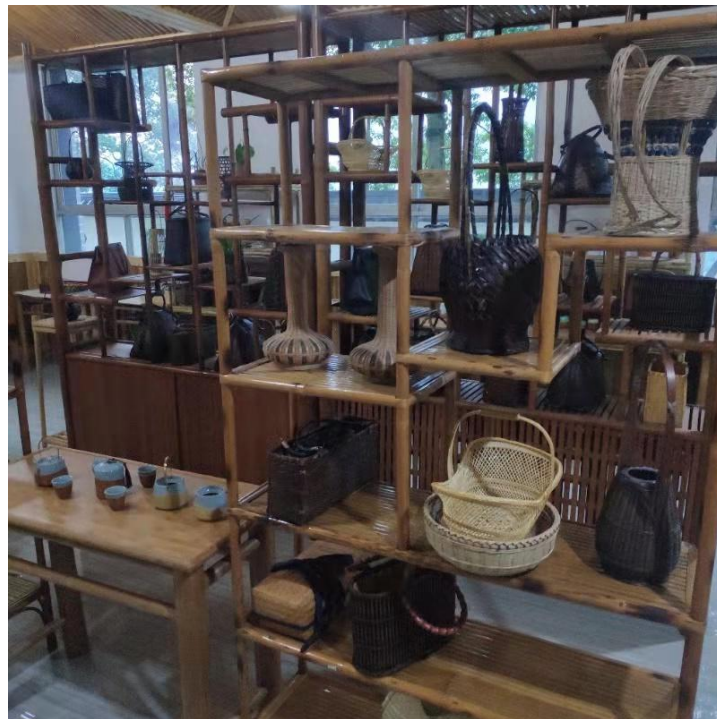


Figure 8 Bamboo Weaving Crafts of Combinating Modern and Traditional Cultures

The exquisite and profound art of bamboo weaving has become the name card of the intangible cultural heritage of the area. The relative products have also become the most characteristic tourist souvenirs of Minzu village. “It’s so beautiful. It’s amazing that bamboo can be woven into thin fans”, a tourist is impressed by the extraordinary bamboo weaving skills and bought many handicrafts to present to relatives and friends. Another visitor said, “I personally experienced the bamboo weaving skills at the experience center. It was very interesting, but I felt that the craftsmen were not easy. This trip not only let me feel the charm of bamboo weaving culture, but

also to buy a satisfactory handicraft, it is very worthwhile”.

5. Conclusion and Implication

In the ethnic minority areas of China, tourism innovation pay primarily attention to genetic, variation and synergy process. No matter whether rural tourism products are simple or complex, more or less, the focus is whether they can provide and meet the special needs of rural tourists' emotional experience. The unique cultural atmosphere of rural tourism is presented through the display of rural residents' primitive and simple rural production and life style, traditional customs and handicrafts. The development of tourism industry in ethnic minority villages is inseparable from the local residents, who should play an active role in the main body. The deep excavation and integration of the cultural connotation of rural tourism destinations, and through the rich and colorful cultural ways to display, will achieve the long-term sustainable development of rural tourism.

Tourism innovation in particular needs talents. This requires that there must be love agriculture, understand technology, good management of industry planning professionals, which is the inevitable requirement of the development of modern tourism industry. Local talent cultivation and introduction are the important elements to the healthy tourism development of the minority ethnic villages. A virtuous circle of talents, land, capital and industries should be formed in rural areas. Only with this can we retain and attract talents and let more high-quality workers positively participate in tourism industry.

The development of tourism must build a distinctive tourism products and brands. On the one hand, on the basis of various typical regional characteristics of tourism culture, it should accurately position, plan and develop the tourism products with distinctive features. On the other hand, it should highlight the characteristics and cultivate high-quality products for the tourism market. The modern agricultural industry chain and the space of industrial value are further extended. Modern agriculture, industry, and culture are organically combined to enhance the cultural taste of agricultural products and change consumer products into consumer culture, and develop brand agriculture vigorously. Agriculture and leisure tourism industry should also be organically combined, and relative products can be developed, including pastoral complex, experience agriculture, sightseeing agriculture, etc..

Reference

- Booyens I. and Rogerson C. M. (2016). “Unpacking the geography of tourism innovation In Western Cape Province, South Africa”, *Bulletin of Geography*, Vol. 31, No. 31.
- Boycheva C. (2017). “Innovation and competitiveness in the context of the bulgarian tourism industry”, *Economic Alternatives*, No. 1, pp. 137-148.
- Cai Q. F. and Lin Y. X. (2008). “To study on enterprise technological innovating mechanism of variation based on gene view”, *Value Engineering*, No. 12, pp. 48-50.
- Chai L. D. (n.d.). “Study on the impact factors of Macau tourism competitiveness: A sustainable perspective”.
- Chen C. Z. and Wang H. (2009). “Dynamic analysis on sustainable ecosystem in China based on ecological footprint model”, *Journal of Anhui Agricultural Sciences of China*, Vol. 37, No. 10, pp. 4546-4547, 4549.
- Chen P. D. (2018). “Research on the construction path of beautiful rural construction from the perspective of new urbanization in China”, *Rural Economy*, No. 11, pp. 39-40.
- Chen Z. Y. (2015). *Research on Community Participation in Tourism Development in Ethnic Mnority Villages*, Beijing: China Social Sciences Press.
- Fagerberg J. (2003). *Innovation: A Guide to the Literature — The Oxford Handbook of Innovation*, Fagerberg, J., Nelson R. R. (Eds.), Oxford: Oxford University Press.

- Fan C. (2019). "Discussion about constructing rural tourism innovation system and innovation mechanism", *Journal of Leshan Normal University*, Vol. 34, No. 4, pp. 54-59.
- Garay L. Font, X. and Corrons A. (2019). "Sustainability-oriented innovation in tourism: An analysis based on the decomposed theory of planned behavior", *Journal of Travel Research*, Vol. 58, No. 4, pp. 622-636.
- Hall C. M. (2019). "Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism", *Journal of Sustainable Tourism*, Vol. 27, No. 7, pp. 1044-1060.
- Hardy A. and Pearson L. J. (2018). "Examining stakeholder group specificity: an innovative sustainable tourism approach", *Destin. Mark. Manage*, No. 8, pp. 247-258.
- Heslinga J. H., Hillebrand, H., & Emonts, T. (2019). "How to improve innovation in sustainable tourism? Five lessons learned from the Austrian Alps", *Journal of Tourism Futures*, Vol. 5, No. 1, pp. 35-42.
- Hjalager A. M. (2010). "A review of innovation research in tourism", *Tourism Management*, Vol. 31, No. 1, pp. 1-12.
- Hjalager A. M. (2015). "100 innovations that transformed tourism", *Journal of Travel Research*, Vol. 54, No. 1, pp. 3-21.
- Hjalager A. M., Kwiatkowski G. and Larsen M. O. (2018). "Innovation gaps in scandinavian rural tourism", *Scandinavian Journal of Hospitality and Tourism*, Vol. 18, No. 1, pp. 1-17.
- Işık C., Küçükaltan E. G., Taş S., Akoğul E., Uyrun A., Hajiyeve T. and Bayraktaroğlu E. et al. (2019). "Tourism and innovation: A literature review", *Journal of Ekonomi*, No. 2, pp. 88-154.
- Liu H. H. (2018). "Study on innovation and development of rural tourism in Hangzhou City, China", *Journal of Nanchang Normal University (Social Sciences)*, Vol. 39, No. 5, pp. 35-38.
- Liu H. X. (2019). "Study on behavioral mechanism of rural tourism Innovation Drived by New Farmer of Jiangxi, China", *Forum of South China*, No. 10, pp. 12-13.
- Luo F. Y. and Liu Y. J. (2004). "An evolutionary game analysis of corporation's innovation behavior in cluster", *Journal of Chinese Soft Science*, No. 9, pp. 85-88.
- Martínez-Román J. A., Tamayo J. A., Gamero J. and Romero J. E. (2015). "Innovativeness and business performances in tourism SMEs", *Annals of Tourism Research*, No. 54, pp. 118-135.
- Massa S. and Testa S. (2008). "Innovation and SMEs: Misaligned perspectives and goals among entrepreneurs, academics, and policy makers", *Technovation*, Vol. 28, No. 7, pp. 393-407.
- Rattena V. and Bragab V. (2019). "Tourism innovation", *Journal of Hospitality and Tourism Management*, No. 41, pp. 171-174.
- Ruspini E. (Producer) (2018). *The Future of Tourism: Innovation And Sustainability*, Springer.
- Schumpeter J. A. (1934). *The Theory of Economic Development: An Inquiry Into Profits, Capital, Credit, Interest and the Business Cycle*, Cambridge MA: Harvard University Press.
- Séraphin H., Gowreesunkar V., Roselé-Chim P., Duplan Y. J. J. and Korstanje M. (2018). "Tourism planning and innovation: The Caribbean under the spotlight", *Journal of Destination Marketing and Management*, No. 9, pp. 384-388.
- Sin A., Nowak C., Bogusz M., Kowalska M. and Janigová E. (2020). "Innovations in rural tourism in Poland and Romania", *Economics of Agriculture*, No. 2, pp. 623-633.
- Song H. L. and Song H. Y. (2011). "On tourism innovation and economic growth: Based on spatial panel data models", *Journal Tourism Science*, No. 2, pp. 23-39.
- Song R. (2020). "Discussion forum of China tourism development: Prospects of China's tourism development during the 14th-five-year plan period", *Tourism Tribune*, Vol. 35, No. 6, pp. 1-3.
- Wang Q. S., Hu Y. C. and Li Y. (2018). *Research on Sustainable Development Management Innovation Of Regional Tourism Industry*, Beijing: Science Press.
- Weaver D. and Lawton L. (2014). *Tourism Management* (5th ed.), Australia: John Wiley & Sons Australia, Ltd.
- Weiermair K. (2004). "Product improvement or innovation: What is the key to success in tourism", paper presented at the *Innovation and Growth in Tourism*.
- Zeng Y. F., Wu W. Z. and Xu R. (2019). "Study on cultivation of rural tourism innovation ability of farmers based on SECI model", *Adult Education in China*, No. 20, pp. 93-96.
- Zhang Q. and Lou M. (2019). "Rural tourism innovation strategy based on service design idea", *Journal of Anhui University of Technology (Social Sciences)*, Vol. 36, No. 6, pp. 3-6.
- Zhao M. (2015). "The path of intensive and sustainable development of Rural tourism in China from the perspective of ecological civilization", *Agricultural Economics*, No. 11, pp. 58-59.