

Investigation and Research on Yuanjia Village Tourism in Shaanxi Based on the Integrated Development of Agriculture and Tourism



Jiawen Yan^{*,1}

¹Xinjiang Agricultural University, China

Abstract: With the implementation of the national rural revitalization strategy, rural tourism development has become an important means of rural revitalization. And now people's living standards continue to improve, and people's demand for tourism has gradually changed from single to multiple. The new model of combining agriculture and tourism is constantly being sought after by people, and it is also better to drive the development of agriculture with tourism, thus promoting farmers' income. Yuanjia village, as a typical representative of Shaanxi and even China's rural tourism development model, has a better research significance. For this reason, this paper chooses Yuanjia village as the research object, focusing on the experience of tourists, to provide a reference for modeling Yuanjia village tourism model.

Keywords: integrated development of agriculture and tourism; Yuanjia village; tourists' experience; rural revitalization

1. Introduction

1.1. Background and significance of the study

The integrated development of agriculture and tourism is an emerging mode of China's tourism industry in recent years and one of the most important ways to realize rural revitalization and the sustainable development of rural tourism. As a typical rural tourism destination, Yuanjia village in Shaanxi Province has rich historical and cultural resources and rural style, which attracts a large number of tourists to come for sightseeing and tourism. Therefore, the investigation and research on the integrated development of agriculture and tourism in Yuanjia village can not only provide practical guidance for the tourism industry in the region but also provide reference and material for the integrated development of agriculture and tourism in other regions.

1.2. Research purpose

The main purpose of this paper's research on

Yuanjia village in Shaanxi is to analyze the tourism resources and advantages of Yuanjia village to understand the basis and potential of its agritourism integration development. It also investigates the tourism demand and tourists' satisfaction in Yuanjia village to explore the impact of agritourism integration development on the tourism experience.

2. Literature Review

Agritourism integration began in the mid-19th century in Germany as "Citizen's Paradise", but it started late in China until the 1980s when agritourism integration came to the forefront. 2010, the development of agritourism integration in China entered into a high-speed development stage (Zhang, 2020). Agritourism integration can be understood as the integration of agriculture and tourism. In essence, the integration of agriculture and tourism is a product of the development of human needs, but also a way to make agriculture change its mode. In January 2018, the state explicitly put forward the "implementation of leisure agriculture and rural tourism boutique

Corresponding Author: Jiawen Yan
Xinjiang Agricultural University, China
Email: 3426902939@qq.com

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project”, which also marks that rural tourism has become an important way to promote the implementation of the strategy of rural revitalization (Li et al., 2020). In this context, the agricultural industry structure adjustment and tourism are developing rapidly, the development of characteristics of agricultural tourism integration is an important initiative to upgrade the rural industry, is an important way to solve the dilemma of agricultural development, which helps farmers get rich, and is one of the most effective and important ways to realize rural revitalization (Zou, 2022). This also requires the deep integration of agriculture and tourism with each other, based on the development of the agricultural industry, according to the changes in market demand, combined with the ecological environment and regional characteristics of the agricultural industry for tourism development, agriculture as a service to the tourism industry, increase the added value of the agricultural industry, and enhance the rate of commercialization of agricultural products (Jia, 2023; Guo, 2020).

3. Regional Overview

3.1. Geographic location

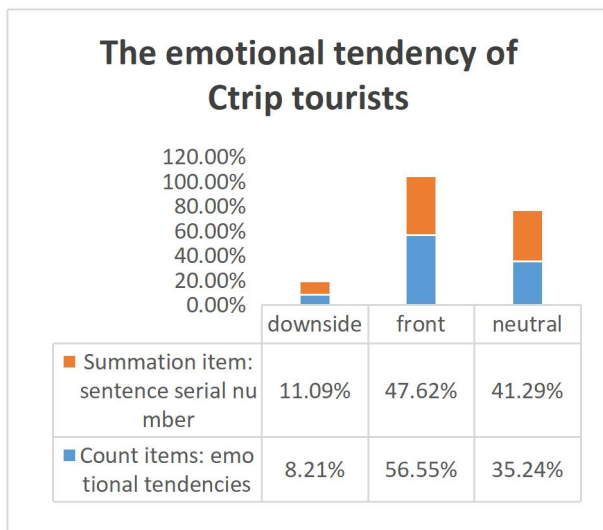
Yuanjia village has a village area of 0.4 square kilometers. Located in the north of Guanzhong Plain, belonging to Liquan County, Xianyang City, Shaanxi Province, within the half-hour economic circle of Xixian and Xian, 35 kilometers away from Xi'an Airport (Shi & Sun, 2019; Yang, 2016), 312 National Highway, Fuyin Expressway, Longhai Railway, 107 Provincial Highway, Guanzhong Great Circle Line, Liquan Tourism Avenue, Tang Zhaoling Tourism Line are all passing through here, the transportation is very convenient (Yang & Lu, 2021; Yu, 2013). At present, the village has 64 households, and nearly 300 villagers, and the total area of the village is 53.33 hectares (Yang & Lu, 2021). The village site layout and volume by nature, and landscape natural compatibility, show a high degree of harmony with space and time and the importance of the artistic quality of the living environment. The layout of houses is the traditional south and north square;

streets and lanes are also horizontal and vertical, arranged in an orderly manner, but by the trend of the situation, the height of the staggered, neat, and tidy (Jin & Lin, 2015). The stringed board cavity shadow play was listed in the national intangible cultural heritage. On August 26, 2013, Yuanjia village was announced by the Ministry of Housing and Urban-Rural Development, the Ministry of Culture, and the Ministry of Finance as the second batch of Chinese traditional villages. In July 2019, the Ministry of Culture and Tourism issued the Announcement on the Announcement on Publication of the List of the First Batch of Rural Villages to be Selected for the List of Key Villages for Rural Tourism of the countryside, among them, Yuanjia village in Yanxia Town of Liquan County ranks first among the 11 villages selected in Shaanxi.

3.2. Resource advantages

The geographic location of Emperor Taizong of the Tang Dynasty, named Shimin Li, his Zhaoling Mausoleum under Jiubian Mountain gives Yuanjia village rich natural and human tourism resources for rural tourism development, and based on 2000 years of Guanzhong culture, it created Guanzhong impression experience place for visitors to experience Guanzhong specialties and folklore, which embodies the unique Qin style and Han rhythm style (Huang & Zhang, 2020). Folk customs, regional folk culture as the core, the Guanzhong region folk traditional culture and modern tourism, folk snacks, folk experience area and modern cultural creativity, leisure and entertainment way to combine, the formation of a distinctive snack street, tea-house area (Lu, 2019). Through the continuous development of a bigger and stronger leisure countryside tourism industry, further development of farmhouse characteristics brand. In 2012, the Kangzhuang Culture and Entertainment Street was built to integrate fashion elements and modern elements, so that the traditional farming culture of Guanzhong and modern culture are constantly colliding, and in 2015, the Hui Min Street and Ancestral Hall Culture and Food Street, which formed the characteristics of Yuanjia village, and

Figure 2 An emotional view of Ctrip tourists

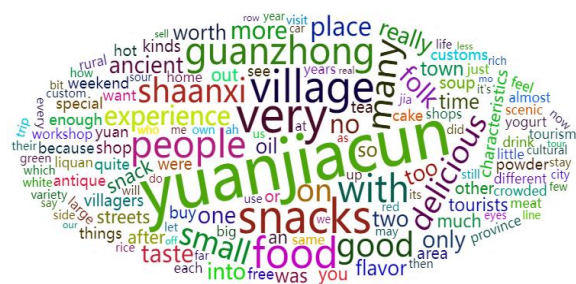


5.2. Analysis of the evaluation of tourists on the Cellular

(1) Word cloud analysis

First of all, with the help of the word frequency analysis function in GooSeeker software, the word cloud map of the evaluation of Yuanjia village by tourists on the cellular network is derived. From Figure 3, it can be seen that the words Yuanjia village, Xi'an, snacks, worthwhile, food, Guanzhong, characteristics, and Hui Min are more prominent among all the words, that is, the tourists are more concerned about the scenic spot's food, folk culture, geographic location, and amusement programs, and will have more evaluations.

Figure 3 Cellular tourist evaluation word cloud map

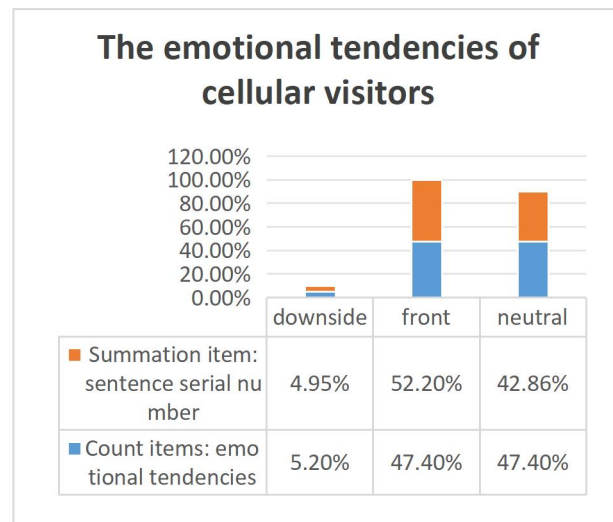


(2) Sentiment analysis

Using the sentiment analysis in GooSeeker software to analyze the sentiment of the 546 evaluation sentences after word division (using the

period as the division point to divide the 43 reviews into 546 review sentences), the results show (Figure 4) that the overall positive sentiment of consumers towards Yuanjia village is 47.40%, the neutral sentiment is 47.40%, and the negative sentiment is 5.20%, which means that the consumers' are satisfaction level is good.

Figure 4 An emotional view of Cellular tourists



6. Conclusion

Under the development of agro-tourism integration, rural tourism is also taken as one of the means of rural revitalization strategy, and the planning background of rural tourism is based on the rural environment, and all the industries revolve around farmers, rural areas, and agriculture. With the support and backing of the state, more and more people are paying attention to rural development. This is undoubtedly rural development and improves the living standards of farmers to provide more space for development (Lai et al., 2019). This can also further shorten the income gap between urban and rural areas and produce certain positive impacts for the common prosperity of urban and rural areas. Yuanjia village has seized this key point and allowed farmers to actively participate in the construction of tourism. This model has also helped Yuanjia village to obtain many honorary titles such as National 4a Grade Scenic Spot, China's Top Ten Beautiful Villages, and Famous National Characteristic

Landscape Tourism Village. Since then, Yuanjia village has become famous in Northwest China and has become a national model for rural tourism construction (Jiang & Zhou, 2020). This also provides reference and experience for other villages developing rural tourism: first, we should focus on making full use of and exploring the regional cultural tourism resources, only adhere to the leading position of the rural areas and farmers, adhere to the differentiation and unique development, is the road to sustainable development (Guo et al., 2018). Secondly, we should focus on the participation of villagers, Yuanjia village is precisely because of the good development of villagers, organizing villagers, and leading villagers (Ni, 2021). This localized development model, the convergence of the village development of popularity, increases the life of rural tourism gas, so that the collective asset value-added income stays in the village, the service village so that the collective economic development of vitality multiplied.

However, this paper still has some shortcomings, due to time constraints, did not go to the local actual investigation, only for the network data collection, so the data lacks certain support. The domestic and foreign-related literature reading space is limited to some successful rural tourism cases of integrated development of agriculture and tourism do not know enough, so in the elaboration of some points of view on the lack of landing point.

Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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