Research on the Influencing Factors and Optimization Path of Rural Tourism Brand Based on Grounded Theory: A Case Study of Yaji in Fudi

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ABSTRACT

This study aims to explore the image perception and experience evaluation of the Yabunshan Tourist Area and its special temple fair in Pinggu District in the minds of tourists in order to deepen the understanding of rural tourism branding. Data from platforms such as Ctrip.com and Dianping.com, combined with rooting theory, were used to conduct qualitative analysis using NVIVO14.0 software. The study constructed a tourist perception model through word frequency and lexical analysis, and revealed the five main categories of the influence of human factors, basic resources, marketing, tourism experience, and judgmental image on rural tourism brand. Based on this, strategies such as precise optimization of brand strategy, deep excavation of cultural connotation, and strengthening government and international cooperation are proposed. This study contributes to the theory of cultural tourism zones and provides practical guidance for the planning and management of similar tourism zones, which is of theoretical and practical significance.

KEYWORDS: yabunshan tourism area; rooting theory; image perception; cultural tourism construction

1. INTRODUCTION

The report of the 20th Party Congress emphasizes the comprehensive promotion of rural revitalization, which points out the direction for the development of rural tourism. In this context, strengthening the brand building of rural tourism has become the key to promoting the transformation and upgrading of rural economy and realizing comprehensive revitalization[1]. Rural tourism is increasingly favored by tourists because it integrates leisure, sightseeing and experience, and has become an important choice for modern people's spiritual relaxation and cultural exploration. Yabun Mountain tourism area has become a resort in the hearts of tourists with its natural scenery and historical and cultural heritage, but the competition of homogenization has intensified, so it is necessary to deeply excavate its unique charms and accurately grasp the needs of tourists in order to enhance the competitiveness of the market. Focusing on the Yachun Mountain tourism area, this study adopts a rooted theory approach to analyze tourists' comments on mainstream tourism platforms such as Ctrip.com and Dianping.com, aiming to reveal tourists' perceptions and evaluations of the Yachun Mountain tourism experience. The study not only provides guidance for the brand building and marketing of Yabunshan Tourism Area, but also provides brand development paths for other rural tourism destinations, enriches the theoretical system of rural tourism, contributes new ideas for sustainable development, and injects new vitality into the prosperity and development of the rural tourism market.

2. Literature Review

In recent years, rural tourism has emerged as an emerging trend. Jiang Ke and Lv Wen proposed a brand building model integrating online promotion, offline experience and community marketing to enhance the brand image of B&B [2]; Feng Zhen emphasized that product innovation and brand

building in rural tourism complement each other[3]; Liu Paulian put forward the suggestions of establishing brand awareness, precise positioning, enriching the connotation, and strengthening the maintenance and promotion in order to promote the high-quality development of rural tourism in Beijing [4]. Network evaluation is widely used in tourism image perception research. Yu Ziyan et al. revealed the multidimensional perception of tourists in the scenic area of Shebang Island [5], Chen Mingxin et al. constructed a perception model of authenticity in Mingyue Village, Chengdu [6], and Guo Suming and Feng Meiling distilled the key evaluation factors of tourists' perception of rural landscapes: sense of experience, comfort, and sense of form [7]. Rooted theory is a qualitative research method for identifying key themes and constructing a theoretical framework from textual data. Rural tourism brand building is influenced by internal (natural features, cultural heritage, service quality) and external (marketing, government support, socio-economic environment) factors, Liu Xiaojun et al. summarized the five key factors of Yuanjia Village [8], and Ma Yangmei et al. analyzed the driving and constraining factors of rural tourism development in Lingbi County, Suzhou City [9]. As a typical rural tourism destination, this study aims to analyze tourists' comments through a rooted theoretical approach, reveal the key factors of tourists' perceptions, and put forward brand building optimization suggestions to provide new perspectives for theoretical research in the field of Yachun Mountain and rural tourism.

3. Introduction to the case site

This study selects the blessed Yabun Mountain located in the north of Liu Jiadian Town, Pinggu District, Beijing as the research object. Yachun Mountain is an AAAA level scenic spot, with the highest peak at an altitude of 361 meters, named because the two peaks look like the buns of ancient maidens, and enjoys the reputation of "Kinki Blessed Land" and "Tai Tai in the North". As an important medium for the integration of agriculture, culture and tourism, Yachun Mountain has become the only tourist scenic area in Pinggu District that has been selected as a must-play list for the public. In recent years, the Yabun Mountain scenic spot has been rated as Beijing's Netflix hotspot, selected as "National Public Review Must Play List", and organized a grand temple fair, which is listed in the national intangible cultural heritage list. For two consecutive years, the project team has participated in the summer social practice activity of "Thousands of People and Hundred Villages", which involves in-depth research on Yachun Mountain, participation in the "Peach Festival", and experiencing the culture of Pinggu

peaches. In order to further study the factors influencing the brand of rural tourism in Yabun Mountain and optimize the path of high-quality development of industrial revitalization and cultural revitalization, this study uses Python crawler to crawl the data from Ctrip.com, Dianping.com, etc., focusing on the online comments of consumers, and conducts coding analysis by using the rooting theory, so as to provide theoretical basis for the high-quality development of the integration of agriculture, culture, and tourism in Yabun Mountain's rural tourism.

4. Research design

4.1. Research Methodology

This study adopts a mixed-method research design, combining network text analysis and rootedness theory, aiming to comprehensively understand the current situation of rural tourism brand development and visitor experience in Yabunshan.

4.1.1. Network text analysis method

The network text analysis method is used to analyze the text data obtained from the online tourism e-commerce platform, extract high-frequency words through ROST CM6, summarize the image perception elements of the Yabunshan tourism area and the characteristics of tourist behavior, and provide a preliminary conceptual scope for the coding of rooting theory.

4.1.2. Rootedness Theory

Rooting theory is used in qualitative research [10] to mine core categories through four steps of data collection, cleaning, coding and constructing theoretical models [11], [12]. In this study, based on the three-level coding principle, the network text data are coded step by step to form the main categories and core concepts, and to construct a theoretical model of the construction of Yabunshan Cultural Tourism Zone based on the perception of tourists.

4.2. Sample Selection and Data Processing

4.2.1. Sample Selection Criteria

Select tourists who visited Yabun Mountain in the past one year to ensure clear memory; cover different age groups and professional backgrounds to get a comprehensive view; follow the voluntary principle to ensure the data is true and valid.

4.2.2. Data Source and Processing

The data come from two mainstream online tourism e-commerce websites, Ctrip.com and Dianping.com, which are more well-known and influential than other tourism websites, and the data are more representative and reference value [13]. Considering the timeliness of the study and the validity of the content, this paper finally collected 1308 valid comments from February 19, 2023 to July 9, 2024 using Octopus crawler

software, and collected 27 travelogues with reference to local public numbers and travel journals. After article-by-article review, correction of misspellings, and deletion of meaningless characters, a total of 152,968 words of valid text data were obtained. Further word frequency analysis, synonym merging and deactivated word processing were carried out to lay the foundation for subsequent research.

5. Coding analysis of the sample

5.1. High-frequency word statistics

Word frequency analysis is used to determine the focus of the study, through the high-frequency words initially outline the image of the Yabunshan tourist area from the perspective of tourists [14]. Using ROST CM6 to carry out word frequency statistics on the review data of Ctrip.com and Dianping.com, cleaning and integrating the vocabulary, and making a word cloud map to visualize the tourist perception as shown in Figure 1. Table 1 shows the high-frequency vocabulary statistics (partially), including keywords such as 'yabunshan', 'climbing', 'scenery' and their counts.

Figure 1 Word cloud of high-frequency words

Table 1 High-frequency vocabulary count (top 80)

Vocabulary	Count	Vocabulary	Count	Vocabulary	Count
Yachting Mountain	775	Experience	143	Culture	80
Climbing	730	Physical strength	143	Peach blossom	79
Peak	557	Child	142	Very beautiful	79
Scenery	535	Walking	139	Spectacular	79
Steps	521	Beijing	138	Downhill	78
Time	414	Worth it	129	Beautiful	77
Scenic	332	Temple	127	Comfortable	74
Pinggu	262	Parking	127	Weekend	72
Taoism	255	Special	114	Friends	71
Temple Fair	243	Driving	107	Environment	68
Parking Lot	241	Weather	105	Mountaineering	66
Blessing	233	Elderly	103	Air	64
Tickets	199	Holy Land	100	History	62
Transportation	198	Big Peach	97	Free	58
Ferry	195	Architecture	93	Nature	56
Taking Pictures	190	Tolls	92	Ancient	54
Exercise	181	Yuhuang Pavilion	92	Self-driving	53
Places	169	Bixia Yuanjun Shrine	91	Cheap	52
Place	166	Nearby	89	Very good	51
Convenient	150	Niche	82	Snack	50

The lexical analysis shows that nouns account for the highest proportion, involving the main body of scenic spots, human resources, etc.; verbs reflect the function of tourism; adjectives are mostly positively evaluated. The word frequency analysis shows that words such as 'yabunshan', 'climbing' and 'scenery' appear in high frequency, reflecting that natural landscape and cultural beliefs are the main image perception; Words such as 'parking lot' and 'ticket' reflect the attention of tourism consumption and entertainment projects. Words such as 'convenience', 'experience' and 'worthwhile' appear with high frequency, reflecting positive emotions and travel mode concerns of tourists; 'parking ' and other words are of high concern, reflecting the needs of self-driving tourists.

5.2. Semantic network analysis

Semantic network analysis is based on high-frequency vocabulary, combined with sentiment analysis, to reveal tourists' emotional tendency and satisfaction, reflecting tourism image perception and behavioral characteristics [15]. ROST CM6 is used to analyze high-frequency vocabulary relationships, generate co-occurrence matrix, and mine inter-vocabulary logical associations through semantic network topological relationships. The semantic network is shown in Figure 2, which is divided into four levels of "core-sub-core-sub-periphery-periphery".

'Yabun Mountain', 'steps', 'climbing', and 'mountain top' are the core, reflecting mountaineering as the main perception. Sub-core vocabulary includes 'Pinggu', 'Taoism', 'scenic spot', etc., reflecting humanities and natural resources needs and transportation and price concerns. Sub-peripheral vocabulary such as 'ferry' and 'photo-taking' reflect the demand for entertainment programs in scenic spots and surrounding industries. Peripheral words such as 'Bixia Yuanjun Shrine' are not directly related to other nodes, but are still related to 'Yachun Mountain', reflecting part of the demand.
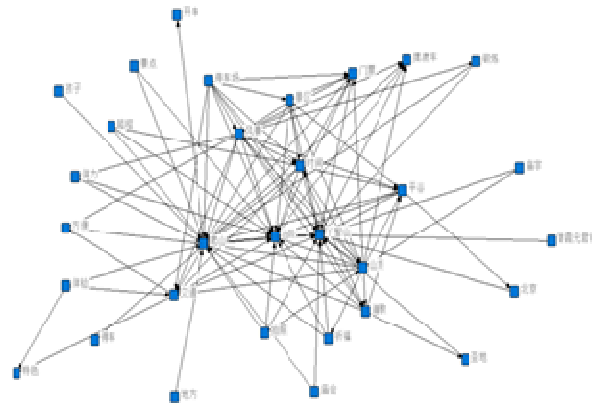

Fig. 2 Semantic network

5.3. Open coding and rooting theory

Rooting theory breaks down, compares, and generalizes information to form conceptualized categories through a three-stage process of open coding, spindle coding, and selective coding. Open coding is the first stage of coding and involves decomposition, review, comparison and initial conceptualization and categorization of the original information. In this paper, we use Nvivo14 software to conduct fine coding analysis of online text data, and finally extract 237 normalized concepts and 29 initialized categories through comparison, merging, elimination, and refinement. In order to retain rigor and intuitiveness, some of the raw data are listed for analysis (see Table 2).

Table 2: Summary of open codes

Raw data	Conceptualization	Initial scope
There is more incense burning on the mountain and the air is a bit bad, elsewhere the air is better.	Scenic Air	The local environment
Yachun Mountain Scenic Area is located in Beijing Pinggu District, Liu Jiadian Town, because the top of the mountain two huge stones shaped like an ancient girl's head of the chignon, so named Yachun Mountain, 363 meters above sea level, the scenery is very beautiful, but unfortunately they are all built in the new century, the monuments have long been gone.	modeled on antique building	Landscape Architecture
Peach forests under the bun mountain, nectarines growing happily, such as the Queen Mother's fairy peach will. On-site picking four dollars a catty, really is the price of conscience. It's really sweet as honey.	Peach forest under the mountain	Local Cuisine
Layers of mountain ranges, flowing water, the mountain is not high in the immortal is spiritual, the holy land of Taoist culture, the perfect fusion of Zhengyi religion and the culture of Taishan, nurtured the Pinggu land of the side of the peace, ascent to the far view, the beauty is breathtaking!	a holy place of Daoism	Taoist culture
The view was nice! The gate attendants were super nice and eager to show older people the way without having to climb the steps! Not too many people either! Not bad!	Scenic Service	service attitude
We went back and forth in a van, on the right side of the mountain, $50 one way, $200 round trip for two people, 5 minutes away, a bit of a high fee, but the drive goes straight to the top of the Jade Emperor.	return journey by car	means of transportation
It is worth a visit, the mountain has the situation. Mountaineering	mountaineering	physical

Content	Category	Label
sports, viewing natural scenery, and understand the history of Taoist culture together, very good to relax. At the same time Pinggu is very suitable for leisure and vacation, the day went to the hammerhead mountain, and to the county dining.		exercise
Listen to the local villagers said that the opening ceremony on the first day of April is the most lively, Saturday and Sunday people are also many, the other time is slightly worse, after all, the scenic area is a little remote, the transportation is not very convenient.	Location	Travel distance
Niche travel spot One of the famous Taoist cultural mountains Not too many people but the climb is quite tiring Good thing there are many resting places on the mountain.	breaks	Scenic Area Construction
The mountain is not very high, there are a lot of steps but there are trees on both sides and it's cool and pleasant if you're not in a hurry. The view is also beautiful. The hike was more sensational than the car ride.	View of the mountain	Scenic Scenery
More than three o'clock in the afternoon to the results of the staff has been rushed, hurriedly climbed to the top, four o'clock on the start of the closing, down the road on the way to an attraction did not see, but also have to detour down the mountain, the feeling is not good at all.	Scenic opening time	opening hours (of a theater, stadium, gymnasium etc)
Knew about Yakima Mountain or on the weather forecast. Weekend outdoor climbing. Came to Pinggu Yabun Mountain. The city is more than 80 kilometers away. After arriving here, the roadside is full of people selling canned yellow peaches.	Learn how	Understanding Channels
Pinggu District, the ticket is a little expensive, the view is really unbeatable, but they are all built in the new century, the monuments have not remained, shorter than Xiangshan, the elderly can take the car.	historical sites remain (e.g. monuments to be preserved)	historical monuments
As a national 4A level scenic spot, Yabun Mountain has been a Taoist resort since ancient times, prospering in Yuan, flourishing in Ming and Qing Dynasties, with many historical Taoist temples on the top of the mountain, and ancient pines and cypresses, boulders of different shapes and forms in the mountains. In particular, the four emperors of the Qing Dynasty, Kangxi, Qianlong, Jiaqing and Daoguang, came here dozens of times to pray for blessings with incense, adding a strong cultural heritage to Yabun Mountain.	the historical underpinnings	history and culture
The overall feeling is poor a star, because the main landscape construction of the three halls of two halls are closed also sold original price tickets ah directly pulled down the experience - did not get a glimpse of the real face of the Queen, is seriously affected by the construction of my and the fate of the blessed ah, ran all the way to spend hundreds of tickets tickets ticket costs it climbed to the top of the eat a mouthful of soil also climbed only a lonely.	play experience	Travel Evaluation
The first time to the hammerhead mountain, accompanied by his girlfriend to return the wish, not a lot of people, especially good, although every day running, a long time not hiking is still quite tired. Summer to come too hot also, to the top of the mountain is quite cooler, fortunately the weather is good! It's worth a visit.	Impressions of the visit	traveler's impression
The great annual fair is very grounding and cost effective.	quality-price ratio	perceived value
During the Spring Festival there is a folk temple fair in Yabun Mountain. You can enjoy the style of New Year's Eve in Pinggu area of Beijing, which is very characteristic of the place. You may wish to climb the mountain in winter to enjoy the natural scenery and folk characteristics.	folk temple fair	folk culture

Here every temple has incense, do not have to buy separately, a person can take 3, or very good, we can come before you change some change (1 yuan can), and then worship a little bit to add a little incense oil money.	money for burning incense and grease	burn incense and pray for blessings
Holidays around the tour, we dozen people live together next to the B&B, leisure day and then come to the scenic spot card, hammerhead mountain Taoist shrine without Buddhism so much preaching, more friendly to the girls, you can also take pictures of the first step ladder is really too shaky on a breath is not going to be completely pinned down.	Yamashita Bed and Breakfast	B&B industry
In winter, the Peach Blossom Sea Valley in Pinggu under the Yabun Mountain, presents a dreamlike scenery, without the prosperity of summer, to a small fresh one.	Pinggu Peach Blossom	Featured Landscapes
The hygiene is moderate, especially the toilet hygiene is too poor.	hygienic condition	hygiene management
Outside the gate of Yachun Mountain, there are a few houses set up Yachun Mountain Cultural Relics Museum and Yachun Mountain Exhibition Hall of Liu Jiayuan Town. Into the exhibition hall, in fact, is divided into two parts, one part is to rebuild the reconstruction of the Yachun Mountain old objects, there are statues, ancient bricks, utensils and so on. There is also a part of cloisonné showcase, specializing in cloisonné jewelry, souvenirs. When you come down from the mountain, you can come here to have a look.	Heritage Museum	cultural inheritance
Come here actually just to climb the mountain. Because the mountain isn't that high, it's not too tiring to climb. Monastery is very general, are later newly renovated, there is not much to see. Just as a weekend out to take a break from the wind.	Low entertainment	Consumption items
Just realized there is this mountain. Went once, it is very good to climb, the scenery is also good, especially the building at the top of the mountain, there are characteristics, a lot of people in the photo. Parking lot is not far from the door, climbing the mountain is quite good, recommended.	mark time for a photo shoot	entertainment
Niche attractions, many people who have lived in Beijing for many years have not heard of, but all the way to have a look, although climbing tired, but the good thing is not very high, everywhere is the scenery, both exercise and broaden the horizons of the weekend day trips resort.	Niche Attractions	degree of recognition
Yajun Mountain belongs to the famous Taoist cultural mountain, the mountain is surrounded by ten thousand temples and peach orchards, the mountain has a very good scenery, there are several palaces and temples, you can burn incense, you can watch the scenery, it's worth a visit. You can enjoy peach blossoms in spring and pick peaches in summer.	enjoy the flowers and pick peaches	Surrounding Entertainment
Scenic area near the entrance to the vegetarian restaurant and coffee and tea drink bookstore, the taste do not expect too high, quench the thirst of full or available, can borrow rechargeable batteries.	Gourmet Restaurant	Surrounding buildings
Yabunsan is a very worthwhile pilgrimage for the faithful, and it is dominated by monasteries and temples, built along the mountain road up to the top of the mountain, each with its own distinctive features and different significance of worship.	worshipper	religious belief
Total 1335 raw data	Total 237 normalized concepts	Total 29 initialization categories

5.4. Principal axis coding

Main axis coding is based on open coding to deduct and summarize conceptual categories, distinguish primary and secondary conceptual categories, conduct correlation analysis, construct relationships and reorganize data. In this paper, based on open coding, 29 initialized categories are returned to the initial text according to the main axis coding rules, comparing the category relationship, and 13 sub-categories are obtained after clustering. The conceptual positioning is clarified and divided by logical association to form 5 main categories: human factors, basic resources, marketing, tourism experience, and judging image (see Table 3).

Table 3: Summary of spindle codes

main category	subcategory	Initial scope
human factor	the historical underpinnings	cultural inheritance; historical monuments; history and culture; folk culture
	Folkloric Characteristics	Taoist culture; religious belief
	cultural building	Landscape Architecture; Surrounding buildings
basic resource	natural resources	Scenic Scenery; Featured Landscapes; The local environment
	infrastructure work	Attractions; Landscape Layout; Scenic Area Managemen; Scenic Facilities
Marketing	online promotion	degree of recognition; Understanding Channels
	tourism economy	Consumption items; Surrounding Entertainment; folklore industry
Travel Experience	purpose of travel	physical exercise; Accompanying elders; Parent and child travel together
	Tourism Products	Local Cuisine; service attitude; entertainment
	Tourism Services	Travel distance; opening hours (of a theater, stadium, gymnasium etc); hygiene management; means of transportation
	tourist spending	perceived value; admission price; Project Price; Cultural and Creative Periphery; burn incense and pray for blessings
Judging the image	Evaluating the experience	Travel Evaluation; Tourism perception

5.5. Selective coding

Selective coding is the third stage of rooting theory, aiming at integrating and condensing the concepts and categories, and constructing the theoretical model of the research. Through careful comparison and reflection, this paper summarizes five main categories that can be led by the core category of "reality construction of cultural tourism area". In terms of humanities and history, Yabunshan Tourism Zone relies on Taoist culture for cultural construction; in terms of basic resources, it emphasizes on garden design and ecological protection to promote the development of scenic spots. Based on the connotation of "cultural tourism" and relevant theories, a conceptual model of cultural tourism construction in Yabun Mountain is constructed.

6. Research Findings

6.1. Conceptual model of cultural tourism attractions

It is found that the factors influencing the rural tourism brand can be summarized into five main categories: human factors, basic resources, marketing, tourism experience, and judging image. Each main category contains a number of sub-categories, which together constitute the foundation of rural tourism brand.

1. Human resources-based scenic spots need to protect humanistic landscapes, traditional folkways and customs, which is conducive to the protection of cultural relics and cultural heritage [16]. Yachun Mountain tourist area with historical heritage, folk characteristics, cultural architecture as the main category of human factors, is an important factor affecting the choice of tourists, combined with the regional culture can enhance the characteristics and attractiveness of the tourism brand. Yachun Mountain has a long history and strong Taoist culture, which provides favorable conditions for tourism construction.

2. Basic resources include natural resources and infrastructure, which need to be balanced with scientific planning and environmental management [17]. Humanities and natural resources are the key factors affecting the image perception of tourists, and the richness of resources enhances the experience of tourists [18]. Yazhong Mountain has peach forests, mountain scenery, and Taoist palaces as the basic resources, and tourists have a high evaluation of scenery and infrastructure.

3. In an era of information over-saturation, marketing is crucial for tourism districts. Marketing includes two sub-categories of online promotion and tourism economy. However, the Yabun Mountain tourist area is weak in marketing promotion, such as tourists reflecting that they 'know Yabun Mountain or on the weather forecast' or 'if not for the one-day tour with the group, I do not know there is this mountain'.

4. Tourists' tourism experience covers multiple dimensions such as physical, psychological, knowledge-seeking, aesthetic and social [19], which are influenced by tourism purpose, products, services and consumption. The Yabu Mountain Tourism Area has received attention from tourists in terms of service attitude, entertainment programs and surrounding tourism products, such as positive feedbacks as 'friendly parking lot attendant' and 'good taste of cultural ice-cream', indicating that these aspects are crucial to enhance tourist satisfaction.

5. Judging image is a comprehensive judgment of the image of a tourist place after the end of tourism, based on value rationality and instrumental rationality [20]. Network text analysis shows that Yabunshan tourist area receives high-frequency positive evaluations such as 'nice' and 'recommended', indicating that tourists' overall perception is positive, and their satisfaction and willingness to revisit are high.

This study reveals the multidimensional structure of rural tourism brand influencing factors through rooted theory as shown in Figure 3, which provides theoretical guidance and practical suggestions for brand building and optimization, and helps to promote the sustainable development of rural tourism industry.
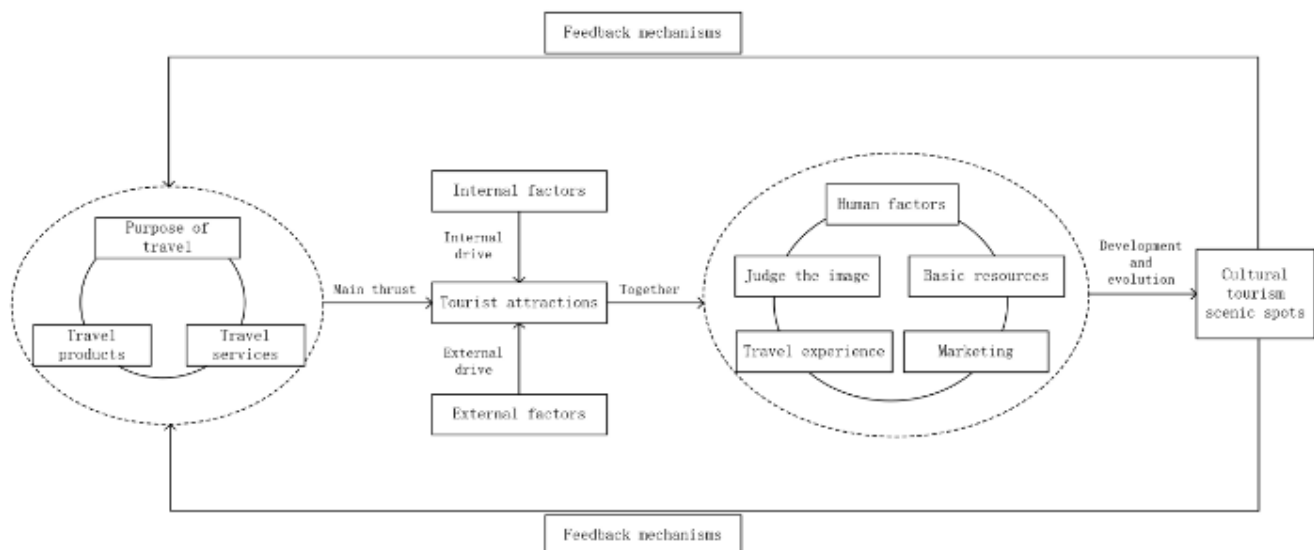
Fig. 3 Typical relational structure of the main category

7. Research Conclusion and Countermeasure Recommendations

7.1. Research Conclusion

7.1.1. Brand Image and Key Perceived Elements
By analyzing the data of tourists' comments, the brand image of Yabun Mountain Tourism Zone is mainly built on four aspects: unique natural landscape, rich cultural activities (especially Yabun Temple Festival), improving service quality, and transportation convenience to be strengthened. The natural landscape and cultural activities are widely praised, the service quality is praised but there is still room for improvement, and transportation accessibility is a constraint.

7.1.2. Theoretical Modeling and Mechanism Exploration
Based on the rooting theory, a theoretical model of cultural tourism brand building containing the dimensions of perceived elements, satisfaction, and loyalty was constructed, revealing the interactions between the elements and the influencing mechanism on the behavioral intention of tourists, and providing systematic theoretical support for the Yabun Mountain Tourism Zone.

7.1.3. Analysis of development status and challenges
The main challenges faced by the tourist area of Yakima Mountain include aging infrastructure, underutilization of cultural resources, and lack of innovation and diversity in marketing strategies, which limit the rapid development of the tourist area and affect tourist satisfaction [21].

7.2. Countermeasures Recommendations

7.2.1. Precise optimization and differentiated brand strategy
Strengthen the brand positioning of Yabun Mountain as a tourist destination that emphasizes both nature

and culture, and implement differentiation strategies to enhance the brand image. Enhance service quality, increase training, and introduce advanced concepts and technologies. Upgrade infrastructure, focus on improving transportation, and strengthen the construction and maintenance of tourism facilities [22].

7.2.2. Deep excavation and revitalization of local cultural connotation

Revitalize cultural heritage such as the Yabun Temple Fair, innovate the form and content of activities, and enhance the depth of cultural experience for tourists. Utilize new media and digital technology to broaden marketing channels and enhance brand awareness and cultural experience.

7.2.3. Strengthen cooperation and communication with the government and international partners

Build a multifaceted cooperation ecology with the government, community and others to promote the sustainable development of the tourism area. Seek international exchanges and cooperation, learn from advanced experiences, and enhance the international influence of Yabunshan. Focus on the protection and inheritance of local culture in the process of internationalization.

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