The Mechanism of Value Co-creation of Rural Tourism Destination Brand: A Study of Liyang IN Lane as an Example

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Abstract

With the rapid development of rural tourism, the competition of tourist destinations develops from the initial product competition to the competition of tourist destination brand. However, the value of rural tourism destination brand is not only a creation from a single subject, but multiple-subjects participation. This paper studies the case of Liyang IN Lane in Huangshan to build the value co-creation system of Liyang characteristic cultural blocks brand and explores the mechanism of its value co-creation. The findings are that the value of Liyang special cultural blocks brand is co-created by the interest subjects including tourism companies, residents, local government, makers and tourists. As for a successful value co-creation, the planning of local government and the implementation of cultural tourism integration are the foundation. The participation and interaction of tourists are the key link and makers-oriented tourism value chain is a good way to achieve value co-creation of Liyang characteristic cultural blocks brand.

Keywords

Rural Tourism Destination Brand; Value co-creation; Liyang IN Lane.

1. Introduction

In the context that China is currently implementing the rural revitalization strategy, rural tourism is considered to be an important grip for the implementation of the strategy, a new growth point for tourism and rural economic development, and plays an important role in accelerating the modernization of agriculture and rural areas, the integrated development of urban and rural areas. However, the current phenomenon of homogenization and low-quality construction in rural tourism development is serious (Wu Liyun, 2020), and Bai Lu Yuan Folk Culture Village, Changzhou Yangqiao Ancient Town, Xianyang East Yellow Town are no longer the scenery of the past. Moreover, with the advancement of urbanization and industrialization, some rural tourism destinations are also experiencing changes and pains such as the gradual extinction of traditional farming culture, serious decline of village space and loss of nostalgic memory (Li Hongbo et al., 2015; Zhou Li, 2018). So rural tourism destinations are in urgent need of personalized and differentiated brand to promote their upgrading and quality. The value of rural tourism destination brand is not created from a single subject, whereas there are multiple subjects involved, mainly including the government, tourists, local villagers, and construction operators, etc. (Jiao Aiying, 2020). Value co-creation theory can provide theoretical support for the study of value co-creation of rural tourism destination brands with the participation of multiple subjects, and provide a new perspective for the sustainable development, transformation and upgrading of rural tourism. How to mobilize and integrate the various stakeholders of rural tourism, and it requires the analysis of its value co-creation mechanism in conjunction with the actual rural tourism destination. The study takes Liyang IN Lane, a typical maker town in Huangshan as an example, and explores the mechanism of value creation of rural tourism destination brands by analyzing the process of information interaction, value creation and resource integration among stakeholders, and provides ideas for the
coupling and re-creation of talents, resources and environment in rural tourism under the new tourism format, so as to promote the sustainable development of rural tourism.

2. Literature review

2.1. Value co-creation and its research perspective

The view of traditional value holds that value is created by enterprises, and customers are only users of value. However, with the changes of market competitive environment, the role of customers in value creation has also changed. At the beginning of the 21st century, Prahalad pointed out that the competition of enterprises in future will depend on consumers and enterprises to create value together (Prahalad & Ramaswamy, 2000). The theory of value co-creation has attracted attention and become an important topic in marketing research. Some companies, such as Ctrip and Xiaomi, have also achieved strong market competitive advantages through value co-creation. Value co-creation refers to the activities that customers and companies integrate the resources provided by each other in the interaction, and finally realize the creation of value (Jian Zhaoquan et al., 2016). There are different research perspectives on value co-creation. Jian Zhaoquan (2016) systematically combed the development context of value co-creation research perspectives and pointed out that value co-creation has five aspects: customer experience, service-oriented logic, service logic, service science and service ecosystem. Among them, the perspective of customer experience and service-oriented logic and service logic mainly focuses on the binary relationship between enterprises and customers, while the perspective of service science and service ecosystem focuses on the network relationship between multiple participants (Jian Zhaoquan et al., 2016). With the development of value co-creation theory, the focus of research is not only on the relationship between enterprises and customers, but also on the relationship between multiple participants in value co-creation.

2.2. Rural tourism destination brands

Rural tourism is an inseparable part of the tourism industry. The European Union and OECD regard the tourism activities in rural areas as rural tourism. Rural tourism is usually understood as tourism activities carried out in the countryside, which take idyllic scenery and rural cultural characteristics as the main selling points. The goal is to develop complex tourism products by using natural, cultural, historical and other resources and unique characteristics of rural settlements (Xie Hong, Zhang Ying, 2019). As the problems of rural destinations on convergence, substitutability and competition intensify, branding has become the most powerful market competition weapon for managers in the rural tourism destination. The competition of rural tourism destinations has also developed from pure tourism products in initial to brands. The connotation of rural tourism destination brand is complex and rich, because tourism destination is a combination of a series of different elements including accommodations, tourist attractions, transportation, art, entertainment and natural environment. The brand of destination includes the combination of tourism products and services provided. The key to building the destination brand is to create a unique brand image and establish an emotional connection between the brand and tourists. Brand building activities should focus on conveying the spirit and soul of the destination (Guo Yongyue et al., 2011). The key to the success of the rural tourism destination brand is the degree of interaction between the brand and the target market, which is reflected in the impression of brand information integrated by rural culture and various resources to tourists.

2.3. The research on Value Co-creation of Rural Tourism Destinations Brand

Tourism value co-creation is the result of the combination of value co-creation theory and tourism service. There are few existing researches on tourism value co-creation, most of which
focused on how tourists participate in the interactive process of tourism service and how to realize the tourist experience value through value co-creation. Li Lijuan (2012) combined the theories of tourism experience, experience value and value co-creation and systematically explored the basic theoretical framework of tourism experience value co-creation. From the perspective of tourists' perception, she studied the mechanism of tourists' participation in value co-creation. Jiao Aiying (2020) studied the explanation model of the internal dynamic mechanism, which explains the value co-creation of rural tourism system under the service-oriented logic. There is also a small amount of literature that analyzes the participants in the value creation of rural tourism destinations other than tourists. For instance, Tu Shuli and others (2018) divided the tourism value system into a supply-side value system and a tourist value system from the perspective of the tourism supply chain. Based on that, she constructed a tourism supply chain model with different subjects such as travel agencies and tourist attractions as the core.

According to the value co-creation theory, the value creation of rural tourism destination brand needs to analyze the participants and their relationships. The traditional dominant of rural tourism development is tourism producers, namely tourism enterprises or village collectives, and tourists do not participate in the process of creating tourism value. However, just depending on suppliers such as tourism companies, the way of creating rural tourism value is characterized by high homogenization and sloppy operation, which is hard to meet tourists' needs for experience value. From the relative literature concerning about value co-creation, the sustainable development of rural tourism not only relies on the original rural tourism suppliers such as tourism enterprises and village collectives, but also needs the participation of tourists and other relevant subjects in rural tourism destinations. They create brand value for rural tourism destinations together.

3. Research methodology and case background

The case study method is a commonly used qualitative research method that focuses on developing existing doctrines by examining realistic and complex issues or building new theories based on the description and exploration of phenomena. According to Robert K. Yin (2008), the case study method is an empirical research method that examines phenomena that are in realistic settings. Case studies require the collection of information from multiple perspectives and sources to support theoretical viewpoint to enhance theoretical validity. In this paper, a joint analysis method of fieldwork and secondary sources is used. The field survey analyzes the characteristic resources of rural tourism destinations and the current tourism products and services offered, and also analyzes tourism destination branding and brand value co-creation methods through relevant secondary sources such as tourism official websites, tourism APPs and HowNet literature.

Huangshan Liyang IN Lane, also known as Liyang Old Street, is located in the geographical position of "the confluence of two rivers, three provinces thoroughfare", at the confluence of Hengjiang River and Rate Water, only a bridge away from the famous attractions of Tunxi Old Street, with a deep historical and cultural heritage. The ancient street is 1200 meters long and is the old market of Liyang Town in Tunxi District, and it also has been the commercial center of Anhui and Zhejiang Province and the important town of Xin'an River dock since ancient times and has the saying of "Tunxi of Ming and Qing Dynast, Liyang of Tang and Song Dynasty". Liyang IN Lane consists of three main blocks and 10 lanes, of which the three main blocks are the leisure block, the special food block and the Huizhou culture experience block, which have become the unique symbol and tourism brand of Liyang since its establishment. Liyang IN Lane is a national AAAA scenic spot with high brand awareness as a tourist destination. According to the information from the investor Huangshan Cultural Tourism Company, the number of
visitors to the scenic spot exceeded 5.6 million in 2018, and the turnover of merchants in the Liliyang IN Lane neighborhood totaled 126 million yuan. Liyang is the only tourism unit in Anhui that has been awarded the first "China Rural Tourism Creators Demonstration Base" and there is a Liyang maker Base in the west area of Liyang Old Street. The Liyang IN Lane brand building path and the special cultural district model provide a reference for the collaborative innovation development of rural tourism entrepreneurs, tourists and destinations. Therefore, this study selects Huangshan Liyang IN Lane as the research object to analyze the way of interest linkage and value creation mechanism among entrepreneurs, tourists and rural destinations, and propose a general tourism co-creation value system framework and path for innovative development of rural tourism by using value co-creation theory.

4. The Liyang tourism destination brand and brand value co-creation system

4.1. The brand features of Liyang tourism destination

Liyang In Lane is a national AAAA level scenic spot open for free, which has won the Yangtze River Delta Intoxicated night Experience Demonstration point, Chinese Culture and Tourism Integration Demonstration Award and other awards. In 2020, Liyang IN Lane was awarded one of the "Top ten Night Tour Blocks (Night culture and tourism consumption Cluster Area)" in Anhui Province. With the concept of "preservation, transplantation and innovation", Liyang In Lane shows the collision and fusion of ancient and modern as well as Chinese and western everywhere. On the one hand, it retains the characteristics and sense of history of ancient Huizhou architecture, and on the other hand, it designs functional facilities that can meet the modern needs of tourists, such as shuka small hall, riverside folk music bar and Hui-style architecture B&B. It is a comprehensive tourist attraction integrating intangible cultural heritage culture, theme catering, boutique B&B, leisure and entertainment, tourism and shopping, which including catering, leisure B&B, retail and other business formats, to meet the diversified needs of citizens and tourists for food, accommodation, tourism and entertainment. The scenic area also become the night economy nightlife attractions through the night landscape, night interpretation, night entertainment, night tour projects carefully built, ingenuity operation. As a rural tourism destination, Liyang in Lane's brand features is a representative of tourism complex with multiple functions including sightseeing, food, shopping, art, residence and experience.

4.2. The value co-creation system of Liyang tourism destination brand

Liyang IN Lane, as a national AAAA level scenic spot and Chinese cultural and tourism integration demonstration area, integrates local cultural resources and modern characteristic tourism concept to successfully create a rural tourism cultural brand. The brand value creation cannot be separated from regional characteristic resources and cultural tourism integration. Liyang IN Lane is a special cultural blocks based on ancient Huizhou culture, and ancient Huizhou culture is its important support. The scenic spot has traditional Huizhou style Huizhou architecture and old houses in Republican Shikumen style, as well as many local old brands, non-foreign heritage cultural workshops, Huizhou sage pavilion, cultural and creative crafts, etc., all spreading Huizhou culture and bringing tourists Huizhou cultural experience. The sale of time-honored products and cultural and creative crafts also reflects the integration of culture and tourism and business. The streets of Liyang Food Street are filled with branded Huizhou restaurants, special local dishes, as well as special lodges in the lanes and various festivals held in Liyang IN Lane, all reflecting the characteristics of cultural tourism integration. Huizhou food culture has strong regional characteristics due to Huizhou cuisine being one of the eight major cuisines in China, and there are also many snacks in Huizhou, such as Huangshan baked cake,
In addition, the cultural activities of Liyang IN Lane focus on the in-depth excavation of Huizhou culture and Liyang ancient cultural connotation, such as Liyang war drums, Longfu lift the pavilion and other Huizhou folklore is very attractive to tourists. Through the integration of regional characteristic emblem cultural resources, as well as the use of cultural and tourism integration, the characteristics of Liyang cultural block brand is very distinct.

The value creation of the Liyang characteristic cultural block brand is the result of the joint action of many subjects. Jiao Aiying (2020) points out that the multiple adaptability subjects of rural tourism mainly include the government, tourists, local villagers, construction operators and non-governmental organizations. Tourists are an important source of value co-creation, and their interaction and participation can be regarded as the key link of tourism value co-creation. The local government is mainly responsible for the formulation of rural tourism destination development plan, the formulation of relevant policies, and the promotion of all parties to participate in the value creation of tourism destination, the coordination of multiple interests, etc. Tourism companies are mainly engaged in rural tourism investment and construction and management. Residents or villagers are usually the inheritances of cultural resources, performers of folk customs activities and providers of some services in rural tourism destinations, which are the key to maintaining the localism of tourism destinations (Jiao Aiying, 2020). As a national demonstration base for makers, makers play an important role in the process of creating the brand value of Liyang IN lane. A group of art masters, intangible cultural creators and a large number of entrepreneurs have moved into Liyang IN Lane, and are inheriting various non-heritage products and also are operating various creative Huizhou cultural characteristics inns, which enriching the tourism industry of Liyang cultural blocks.

The value of the characteristics cultural block brand has been created and the cultural travel brand image has been shaped just under the promotion and efforts of enterprises, government, residents, tourists and makers.

In conclusion, the interest subjects of Laiyang Characteristic Cultural blocks mainly include tourism companies, residents, local government, creators and tourists, etc., and they form the tourism ecological chain of Laiyang Characteristic Cultural blocks brand, and each resource end creates value through relationship integration and interaction in each link of service provision, forming the value co-creation system of tourism destination brand, see the figure below.

![Figure 1. Value co-creation system of Liyang special cultural blocks brand](image)

5. The mechanism of value co-creation of Liyang tourism destination brand

This part will analyze each interest subject of value co-creation and its role according to the value co-creation system of Liyang characteristic cultural block brand, and discover the key
links and value creation feature of rural tourism destination brand, and explain the its value co-creation mechanism.

5.1. The local government's planning support and the implementation of cultural tourism integration is the basis for the value co-creation of Liyang IN Lane

The formation of value in rural tourism destination brand can not be realized overnight. First of all, the local government has defined the development ideas and rational layout planning of the "Liyang In Lane". The local government has made use of the historical, cultural and resource characteristics of Liyang and planned to build characteristic towns according to the national "AAAA" scenic spot standards. Nowadays, taking the opportunity of all-for-one tourism, the government needs to further cultivate the cultural tourism brand of Liyang In Lane. Secondly, the government gave financial support to the reconstruction of Liyang old block. Liyang old block has a long history. However, with the changes of the times, the ancient town of Liyang has lost its former prosperity. The alleys were dilapidated and the houses were seriously damaged. The residents are anxious to improve their living environment. Based on this, the Tunxi local government of Huangshan City decided to carry out a comprehensive renovation of Liyang block. The initial infrastructure construction was funded by the government, such as the opera house base and the related workshops. In addition, in order to allow more social capital to flow into the construction of the characteristic towns in Liyang, encouraging and supporting policies have been introduced (Wu Jing, 2019).

The cultural tourism integration is the foundation of value co-creation of Liyang brand. In recent years, in order to empower the leisure town of Liyang, Tunxi District fully demonstrated the location advantages of Liyang leisure town and digged deep into its cultural heritage. In addition, the local government has seized the opportunity of all-for-one tourism and launched three "one" projects. Specifically, these three "one" projects are composed of the following parts. Firstly, to set "one" benchmark. We should make good use of Liyang in Xianghui style ancient dwellings and give new life to traditional buildings by creating cultural and educational heritage bases such as Huizhou Xiangxiantang and Liyang Ancient Stage. It not only satisfies tourists' perception of Huizhou's traditional architecture, but also conforms to the aesthetic needs and living habits of modern people, and gradually forms the unique cultural identity of the town. Secondly, to create "one" cluster. Focusing on aspects of mass catering, leisure tourism, research and training, cultural entertainment and other consumption, we should seize the opportunity of all-for-one tourism demonstration area to do well the business layout and satisfy the individualized and diversified consumption needs of consumers. Thirdly, to launch "one" batch of boutiques. Focusing on historical small scenes, stage and other characteristic humanistic elements, we should carefully arrange boutique folk programs with Huizhou cultural characteristics, which can integrate Huizhou culture and tourism fully and extend the tourism industry chain of Liyang.

5.2. Tourist participation and interaction is a key part of the value co-creation of Liyang IN Lane brand

The rural tourism market is a tourist driven market. Tourist attitudes and psychological recognition are the ultimate forces driving the flourishing of rural tourism. However, According to traditional value creation theory, firms create value and customers are merely users of that value. With the great changes of market environment, value is not created by the company alone, but by the customer and the company. The theory of Tourism Value Co-creation suggests that tourism is a service activity that creates exchange value and use value. With tourism providers, tourists co-create the use value of service through manipulable resource inputs, such as searching and sharing information on websites and collecting reviews from other tourists prior
to travel. In the process of tourism, it interacts and participates with value co-creators such as tourism enterprises, rural residents and government in rural spaces and places, forming a consistent proposition of value co-creation. Tourists get the value of the tourism experience. Buonincontri and others (2017) argued that the antecedents of tourism experience value co-creation include the interactive relationship between tourists and destination tourism service providers, the active participation of tourists and the sharing of tourism experiences with other consumers. Involving tourists in the co-creation process is what creates an experience that meets their needs and expectations. Destination tourism service providers may have a competitive advantage if they promote the active participation of tourists.

The brand value creation of Liyang In Lane is inseparable from the participation and interaction of customers. This is not only reflected in the festivals and activities, but also in the learning experience of Huizhou culture in Huizhou ancient buildings, as well as in the interactive participation in music, food and cultural creative products. After the development of Liyang In Lane, it tries to let tourists feel and experience Huizhou culture through folk activities. Therefore, Huizhou's traditional folk activities and festivals are revived presenting in a new way that the masses love and see. The Liyang Temple Fair is held in April every year at Liyang In Lane, showcasing various folk activities and arts. Performances at the Liyang Tourism and Arts Festival include the Liyang War Drum, the Longfu Carrying Pavilion, the Dagger Dance of Xu Village, the Fish Lantern of Wang Mantian and the Dragon Dance of Wucheng, which are popular with tourists and are very well attended by them. As the majority of festivals of Liyang In Lane, entertainment activities win the enthusiasm of tourists. For instance, there are the glow run, Halloween carnival and New Year’s Eve concerts. Pioneering music and dance are performed at the old Huizhou theatre. Liyang In Lane also performs avant-garde music and dance on the Huizhou ancient stage, combining the original Huizhou ancient dwellings with the architectural style of European churches. It creates a cultural and creative leisure block with Huizhou style characteristics that integrates cultural experience, tourism and shopping, creative space, intangible cultural heritage display and inheritance, which brings tourists a different cultural travel experience. Apart from participating in the activities, tourists also write travelogues and reviews to share through Weibo and various travel apps such as Ma Hive. By creating a platform-based service for tourists to personalise their experience, Liyang In Lane drives them to generate experience value and join the corporate value chain system. The interaction and participation of tourists further enhances the impact of the brand.

5.3. A Tourism Value Chain with Maker as the core is a good way to achieve value co-creation of Liyang IN Lane

Recently, Liyang In Lane used various measures to attract a number of makers, who are important participants in the distinctive cultural district. The construction of Liyang In Lane is highly representative, forming a tourism industry chain that relies on Huizhou cultural elements, government-led planning, enterprise-led construction, participation of makers in construction, and constant interaction between tourists and service providers.

5.3.1. Industry clustering and maker empowerment are the characteristics of the value co-creation of Liyang in Lane

The scenic area of Liyang In Lane is a tourism complex built in 2013 by Liyang Town, Tunxi District, in collaboration with Huang Shan Cultural Tourism Company. In 2016, Liyang In Lane also vigorously implemented the “Tourism+” action. It cultivated a variety of leisure businesses through "building, complementing and strengthening chains", and has become a tourism and leisure center with industrial agglomeration. At present, there are three functional areas in the scenic spot: Hui Culture Experience Area, Special Food Area and Riverside Bar Leisure Area. With the entry of well-known brand merchants every year, it has 169 merchants, including more than 60 old-fashioned Huizhou merchants and more than 50 special catering restaurants.
Under industrial agglomeration, the continuous enrichment of commercial formats is also an important feature of the tourism complex. Providing tourists with diversified products and services is the source of tourists’ experience value.

Maker is a group of people who commercialize their ideas to achieve a profitable goal according to their interests and hobbies. Rural tourism makers include all individuals, business organizations or team organizations that engage in rural tourism entrepreneurial projects or practical activities in rural areas. They are devoted to creating rural tourism new products, new business models and new experiences through advanced ideas and technologies (Fang Xi, 2019). In the industrial cluster of Liyang In Lane, makers connect the two resource ends, the upstream tourism enterprises and the downstream tourists, to facilitate the transfer of information and knowledge in a value co-creation system through the matching of products and services. By leveraging their skills and information to enhance their own empowerment, makers are able to reach tourism consumers more quickly and easily, so that they can interact and communicate with their customers in a timely manner and understand the willingness and specific behavioral patterns when tourists engage in value co-creation. For example, in the tourism services with cultural experience, the professionalism and knowledge of the shopkeeper and good personal interaction with the tourist will directly affect the experience value of tourists. It is also the key for tourists to provide feedback and express satisfaction actively. Liyang In Lane has attracted many art masters, intangible cultural makers and entrepreneurs to move in. For example, the national intangible cultural heritage of Huizhou lacquer ware painting technique inheritor Gan Jiangke has moved into Liyang Old Block and established a lacquer art studio and a Huizhou lacquer ware exhibition hall. A number of outstanding non-genetic inheritors and master craftsmen such as Kuai Zhenghua, the national inheritor of the Huizhou wood carving technique, and Fang Mianduan, the master of stone carving, have set up their studios in Liyang In Lane. There are also a large number of entrepreneurs operating various creative inns rich in Huizhou cultural characteristics in Liyang In Lane, such as "V Image" Inn, "Hui Talk Hutch", "Huitang One Inn" etc. They have fused life and art to create creative bars and cafes with different themes, such as "Cat Princess", "Nine Rooms", "Legend of Taro", "Manga Coffee Bar" etc. The makers also base on the large folklore events of Liyang In Lane to develop cultural ideas and use the festivals to attract tourists. Entertainment and food festivals are mostly carried out by local shops, such as "Selection of Liyang Famous Cuisine" and "Wedding Banquet in Liyang Long Street". In 2016, "Liyang Beauty Contest in Lane" was completely entered by the shops themselves (Ding Nan, 2017). The effective implementation of these festivals in Liyang Lane can not be separated from the support of makers. Therefore, Liyang In Lane creates a cultural and creative block with makers as the main body and Huizhou culture as the content (Zhao Shide & Zhao Evener, 2016).

5.3.2. Maker space provides an interactive communication platform for value co-creation subjects

Maker space is a platform for entrepreneurial services aimed at enriching the business ecology and reducing costs. The maker space of Liyang characteristic culture block provides a platform for interaction and communication among value co-creation subjects. Located in the western part of Liyang Water Street, the Dream Workshop for makers is a maker space which provides makers with free office space, WIFI, desks and chairs, meeting services, unified management and other services. The makers of Dream Workshop engage in the field of culture and art, designing, cultural and creative, e-commerce and so on. The Dream Workshop in Liyang IN Lane provides a low-cost, full-factor platform with a highly centralized network system to provide innovation and entrepreneurship services for makers (Zhao Shide & Zhao Evener, 2016). This type of maker space combines the cultural tourism resources of a scenic area with a highly centralized network system. As suppliers of tourism services directly to consumers, makers are
able to understand tourist needs first-hand, so the Dream Workshop can simplify the input of actionable resources for tourists and make the tourism process efficient.

6. Conclusion and insights

The practice of the characteristic cultural block with multi-subject participation in “Liyang In Lane” reveals the mechanism of co-creation of tourism value. Under the leadership of the local government and the construction of tourism enterprises, the culture and tourism resources of the scenic spot have been fully integrated and utilized, and the cultural tourism integration has been realized. Tourism suppliers and tourists participate in creating value for tourism destination brand. Liyang In Lane is also a comprehensive tourism entity that is empowered by industrial clusters of makers. The role of creative makers interprets the connotation of tourism value chain innovation. All stakeholders can establish relationships in the highly coupled supply and demand chain and the Internet system. The operation of capital and the interaction of information become transparent and intuitive.

Taking Maker and Co-creative Space as the main operation mode, the tourism value co-creation system of Liyang characteristic cultural block explores the innovative path of rural tourism. Combining the resources of rural destinations and the skills of entrepreneurs, rural tourism will further strengthen the co-create content and form. In terms of co-creation content, it is necessary to integrate with tourism well in order to produce new industry format such as “tourism +” and “culture +” by cultural tourism integration. The value co-creation with culture as the core penetrates into the rural industry more fully. In the form of co-creation, there are effective ways of attracting makers to join the construction of tourist destinations and using new media to strengthen the interaction between tourists and makers. If these approaches are adopted, the quality of rural tourism co-creation value will improve across the board.

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