

An Analysis of Rural Tourism Consumption Preference Based on Folk Handicraft from the Perspective of Rural Revitalization

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Abstract

During the “14th Five-Year Plan” period, rural tourism has entered a new stage of high-quality development. Traditional handicraft rooted in folk is an important starting point to cultivate the endogenous strength and attraction of rural tourism. The research on the consumption trend of rural tourism based on folk handicraft can promote the revitalization of rural culture and the high-quality development of rural tourism. Through field investigation, policy research and questionnaire analysis, this paper analyzes the current situation and problems of folk handicraft in the development of rural tourism, studies the consumption preference of tourists, and puts forward corresponding countermeasures, so as to effectively activate the endogenous force of rural development and the attraction of cultural tourism. The integration of folk handicraft and rural tourism is the inevitable trend of the development of The Times, and also the cultural consumption demand of tourists. In view of the supply-side structural reform of rural tourism, it is advocated to focus on the construction of “non-body inspection facilities”, and optimize the spatial layout of rural tourism with “one village, one product” and “one household, one art”.

Keywords

Rural Revitalization, High Quality Development, Folk Handicraft, Rural Tourism, Preference for Consumption

1. Introduction

The countryside has a huge carrying capacity and a broad tourism prospect to meet the needs of tourists for leisure holidays. At a time when culture and tour-

ism are deeply integrated, intangible cultural heritage (hereinafter referred to as “intangible cultural heritage”) rooted in the people, especially handicraft intangible cultural heritage projects originated from the nourishment of folk culture, has strong regional, historical and national characteristics, carrying unique ways of life, customs and customs, as the “living fossil” of human history, as well as the “gene pool” of agricultural civilization. It is also the most ecological, living and productive artistic expression containing local wisdom and folk culture gene. The mining and integration of its cultural, diversity and active characteristics provide rich resources for the development of rural tourism, and can play an important role in stimulating the endogenous force of rural culture and cultivating the attraction of rural tourism. In recent years, the construction of cultural tourism around the country has promoted the rapid development of handicraft experience projects and related tourist souvenirs. Conversely, handicraft experience projects and related tourist souvenirs have also boosted the cultural construction of tourism, and the integration of the two developments is obvious to all. However, there are also new conflicts and problems in the protection, inheritance and innovative development of intangible cultural heritage, diversity and mass. In view of the increasingly integrated reality of intangible cultural heritage and tourism, it highlights that the integrated development of folk handicraft and rural tourism is a research direction that cannot be ignored at present.

The 14th Five-Year Plan period in which all aspects of the national economy turned to high-quality development (Political Bureau of the CPC Central Committee, 2021), China’s rural tourism is also facing supply-side structural reform. China’s traditional rural society is a social structure with balanced development of multiple jobs and multiple business types. Farmers have the most comprehensive skills in production and labor, and colorful folk handicrafts such as spinning, dyeing, embroidering, weaving and tying, carving and shaping, paper-cutting, carving and drawing, utensils making and food cooking are the most common skills and means in these industries. Therefore, the use of folk handicrafts is typical and exemplary for reshaping the rural social structure in the new era. It should be used in reasonable ways and methods to promote the high-quality development of rural tourism. It is an effective means with ecological and environmental protection properties to revitalize folk handicrafts and make them intervene in the current tourism development of grassroots villages with an innovative attitude. It can play a very significant role in connecting the five key points of rural revitalization: industry, talent, culture, ecology and organization. The general requirements for rural revitalization—“thriving industries, livable ecology, civilized village style, effective governance and a prosperous life”—have a unique advantage.

2. Policy Research

From the policy perspective, in recent years, government departments at all levels have issued a lot of relevant plans, opinions and notices for rural tourism,

folk handicrafts and intangible cultural heritage, which greatly stimulated the confidence of relevant practitioners and encouraged the market to embrace these fields more quickly.

2.1. Macro Policy and Planning

In 2021, the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of Long-term Goals for 2035 propose to “promote the integrated development of culture and tourism, innovate the tourism product system, improve the tourism consumption experience, and promote cultural heritage tourism.” The Opinions of the CPC Central Committee and The State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2022 and the No. 1 Document of the Central Committee, issued in February 2022, specifically points out that it is necessary not only to “continuously promote the integrated development of the primary, secondary and tertiary industries in rural areas”, but also to “encourage all localities to expand the multiple functions of agriculture and tap the diversified values of rural areas”. It will focus on developing agricultural product processing, rural leisure tourism, rural e-commerce and other industries... Foster advantageous characteristic industrial clusters... We will implement a plan to improve rural leisure tourism... Rural leisure tourism projects that meet the requirements will be included in popular science bases and agricultural labor practice bases for primary and secondary schools (CPC Central Committee, State Council, 2022). In April 2022, the Ministry of Culture and Tourism, the Ministry of Education, the Ministry of Natural Resources, the Ministry of Agriculture and Rural Affairs, the National Rural Revitalization Administration and the China Development Bank jointly issued the Opinions on Promoting Rural Revitalization Enabled by Cultural Industries. It aims to empower rural revitalization from eight key areas, including creative design, performance industry, music industry, fine arts industry, handicraft, digital culture, other cultural industries and cultural and tourism integration. Centering on key areas of cultural industry, it will formulate policies and measures in terms of enterprises, talents, projects and land use, and guide cultural industry institutions and workers to deepen their support, investment and business in rural areas. We will give full play to the multi-functional value and comprehensive driving role of cultural industries to boost rural economic and social development. Among them, handicraft empowerment is the fifth key area, proposing to encourage intangible cultural heritage inheritors, designers and artists to drive farmers to develop handicraft creation and production based on actual conditions, promote the creative transformation and innovative development of traditional crafts, and transform “fingertip skills” into “fingertip economy” (Ministry of Culture and Tourism, 2022a, 2022b). In June 2022, ten departments, including the Ministry of Culture and Tourism, the Ministry of Education, the Ministry of Science and Technology, the Ministry of Industry and Information Technology, the State Ethnic Affairs Commission, the Ministry of

Finance, the Ministry of Human Resources and Social Security, the Ministry of Commerce, the State Intellectual Property Office and the National Rural Revitalization Administration, issued the Notice on Promoting the High-quality Inheritance and Development of Traditional Crafts to deepen the revitalization of Chinese traditional crafts. The main goal is that by 2025, the working mechanism for high-quality inheritance and development of traditional crafts will be continuously improved, the protection and inheritance system will be more perfect, excellent traditional crafts will be effectively protected, the inheritance and development mode will be initially established, and the vitality of the industry will be significantly enhanced. The role of traditional crafts in cultivating traditional cultural industries, promoting rural revitalization, serving the high-quality development of economy and society, carrying forward the fine traditional Chinese culture, and promoting ethnic unity will be further played (Ministry of C & T, 2022). These increasingly targeted and directional opinions and notices in the field of handicraft make rural tourism practitioners have a more clear direction, in the development of rural culture can be activated content positioning, there are more specific landing guidelines. The intangible cultural heritage of folk handicrafts has become an important part of rural leisure tourism in the aspect of exploring rural pluralistic values and educational research.

2.2. Local Guidelines

Before the national 14th Five-Year Plan proposed “Promoting cultural heritage tourism”, in August 2017, Beijing Municipal Committee of Rural Affairs and 13 other government departments specifically proposed the development task of “supporting the development of rural intangible cultural heritage tourism and inheriting Beijing’s local culture” in the Opinions on Accelerating the Development of Leisure Agriculture and Rural Tourism. We encourage professional social organizations such as Beijing Qioniang Association, Toy Association, and Arts and Crafts Association to pair up with folk tourism villages and leisure and agricultural parks, improve their management level, and form a number of high-standard cultural and artistic tourism villages to start businesses and employment. In May 2021, the 14th Five-Year Plan for Tourism Development of Zhejiang Province released by Zhejiang Provincial Department of Culture and Tourism proposed to “innovate the integration of culture and tourism, and promote the inclusion of intangible cultural heritage exhibition halls, experience bases and traditional folk activity venues into key tourism routes... Guide visitors to participate in non-body tests.” In November 2021, “The 14th Five-Year Plan for Cultural and Tourism Development of Guangdong Province” proposed to “promote the integrated development of intangible cultural heritage and tourism, support the use of intangible cultural heritage resources to develop rural tourism and other formats, and develop a number of themed tourism routes with distinctive Lingnan intangible cultural heritage characteristics. Encourage rational use of intangible cultural heritage resources for literary and artistic crea-

tion, design and development... We will carry out the Revitalization Plan of Traditional Crafts of Guangdong Province, build intangible cultural heritage workstations, improve the overall quality and market competitiveness of traditional crafts, and promote the new and extensive application of traditional crafts in modern life.” The cultural tourism planning of these provinces and cities further emphasizes the importance of non-legacy works as attractive factors of rural areas, and makes it clear that the exhibition and dissemination of intangible cultural heritage is the top priority of development. As a category with the largest number of intangible cultural heritage, folk handicraft should be the most typical representative of local culture and tourism integration, whether it is the living space of the project, the performance of the inheritors, the participation and experience of tourists, or the processing, production and sale of related handicrafts.

3. Questionnaire Study

In order to obtain first-hand data on the consumption orientation of folk handicrafts in rural tourism, the research team designed and distributed the Questionnaire on the consumption Orientation of Folk handicrafts in Rural Tourism by means of online questionnaire. The questionnaire was issued publicly through the Internet, and the filling places involved all over the country. The data sources are wide, which has certain universality and high credibility. The questionnaire consists of 20 questions in four sections: basic personal information, basic information of rural tourism, consumption preference of rural tourism souvenirs, especially handicrafts, and consumption preference of rural tourism experience projects. The personal information is mainly to make a statistical analysis of the basic characteristics of the survey objects, so as to determine the main types of people who pay attention to rural tourism. The basic information of rural tourism is to determine the frequency, motivation, content and purpose of rural tourism by analyzing the behavioral characteristics of the survey objects. The consumption preference of rural tourism souvenirs and experience items is analyzed through the preference characteristics of the survey objects to provide a basis for determining the market positioning of folk handicrafts in rural tourism. Through the data extraction of 660 valid questionnaires, a series of valuable information was obtained. By further comparative analysis of these data, we can fully grasp the consumption orientation and preference of folk handicrafts in rural tourism (Xu, 2020).

3.1. Basic Personal Information of Respondents

The single choice in the first section of the questionnaire reflects the basic personal information of the respondents, mainly involving age, gender, education level, residence, occupation, income, etc. (See **Tables 1-6**).

Table 1 shows that the ratio of male to female respondents is 33.11:66.89. From the perspective of gender, women pay much more attention to folk handicrafts than men, which highlights women’s preference for handicrafts.

Table 1. Gender comparison of respondents.

Gender	Male	Female
Data	33.11%	66.89%

The questionnaire divided the age into five sections: minors under 18 years old, young people between 18 and 30 years old, young people between 31 and 45 years old, middle-aged people between 46 and 60 years old, and elderly people over 60 years old. According to the data in **Table 2**, in terms of age, among rural tourism consumers, young people from 18 to 60 years old to middle-aged people are more willing to cooperate with handicraft questionnaire survey, and these people always account for more than 92%.

The data in **Table 3** shows that the educational levels of the respondents are relatively comprehensive, and most of them have higher educational levels. It can be seen that the education level of rural tourism lovers is generally high, and most of them are intellectuals.

The data in **Table 4** shows that the respondents come from all walks of life. From the perspective of occupation, the participants in rural tourism are mainly employees of enterprises and public institutions with stable jobs, individuals and freelancers, students and retirees, which indicates that the positive support groups for rural tourism and folk handicrafts are mainly fixed income groups.

The questionnaire was issued in Beijing, and more than half of the respondents were from outside Beijing. The number of tourists who live in the urban area of Beijing is three times that of those who live in the suburbs of Beijing. It can be seen that rural tourism in Beijing also has a strong attraction for the residents of Beijing.

According to the data in **Table 6**, among all the respondents in the survey, those with a monthly income of less than 6000 yuan account for the largest proportion, while those with higher incomes account for the same proportion.

3.2. Basic Information of Rural Tourism of Survey Respondents

The second part of the questionnaire is a survey on the basic information of rural tourism, such as travel frequency, motivation, focus, time choice and mode of transportation (see **Tables 7-11**). Except for the single choice of travel frequency, all the others are multiple choice.

According to the data in **Table 7**, the number of respondents who have never traveled to the countryside is very small, less than 3%, and most of them travel to the countryside more or less every year. Although the frequency is different, it can be seen that the countryside is attractive enough to the current consumers and has become an indispensable choice of travel in life.

According to the data in **Table 8**, recreation is the main motivation for the survey respondents to travel to rural areas, followed by a small number of people to visit relatives and friends in the countryside. Other motivations, such as

Table 2. Age distribution of respondents.

Age segment	Under 18	18 - 30	31 - 45	46 - 60	over 60
Data	0.49%	25.74%	33.11%	33.61%	7.05%

Table 3. Education level of respondents.

Education degree	High school or below	Vocational college	Bachelor	Master degree or above
Data	10.49%	13.28%	44.26%	31.97%

Table 4. Occupation distribution of respondents.

Occupations	employees	individuals	students	retirees	farmers	others
Data	46.89%	17.70%	14.92%	9.51%	3.61%	5.57%

Table 5. Long-term residence places of respondents.

Area	Outside Beijing	Urban Beijing	Suburban Beijing
Data	50.98%	36.39%	12.62%

Table 6. Monthly income of respondents.

Monthly income	Less than 6000 yuan	6001 - 10,000 yuan	More than 10,000 yuan
Data	44.10%	29.84%	26.07%

Table 7. Annual frequency of rural tourism of respondents.

Frequency of travel	Never (0 times)	Rarely (1 - 3 times)	Occasionally (4 - 6 times)	Often (more than 6 times)
Data	2.89%	52.62%	22.46%	18.03%

Table 8. Travel motivation of respondents.

Travel motivation	Leisure and entertainment	Visiting relatives and friends	Buying products	Fitness & adventure	Other
Data	68.85%	32.62%	10.82%	7.87%	2.95%

fitness adventure and buying agricultural and sideline products, are not the main motivations for rural tourism.

According to the data in **Table 9**, respondents pay the most attention to the natural scenery of rural tourism, followed by the history and culture of rural tourism. These two aspects occupy the mainstream of rural tourism. Handicraft experience, intangible cultural heritage exhibition and catering experience also occupy a high proportion, accommodation experience and farming culture experience are also attractive.

Table 9. Rural tourism concerns of respondents.

Focus of attention	Natural beauty	History and Culture	Craft Experience	Intangible cultural Heritage exhibition	Food and beverage	Accommodation	Farming culture
Data	68.20%	56.07%	32.95%	28.69%	26.39%	15.41%	11.15%

The data in **Table 10** shows that, in terms of travel time, the survey respondents chose holidays as the most common time for rural travel, and the two-day trips in rural travel were more than the one-day trips, and a small number of them chose off-peak trips on working days.

The data in **Table 11** shows that most of the respondents' rural travel methods are self-drive travel, followed by railway and road passenger transport, and a small number of people choose walking and cycling.

3.3. Consumption Preference of Survey Respondents for Rural Tourism Souvenirs

The third part of the questionnaire is a survey on the consumption preference of rural tourism souvenirs in terms of product type, design style, price, brand, handicrafts characteristics, purchase channels and other aspects, all of which are multiple choice (see **Tables 12-16**).

Table 12 shows that among the types of rural tourism souvenirs favored by the survey respondents, the handmade handicraft products account for the highest proportion, more than 66%, and local specialties are also very popular. Rural cultural and creative products are the types of rural tourism souvenirs that have been rising rapidly in recent years, and almost all rural tourism souvenirs have a trend of cultural and creative. At the bottom of the list were specialty processed food and ethnic and folk clothing, but those categories also received high attention.

Table 13 shows that the survey respondents like rural tourism souvenir brands, time-honored brands are the most trusted and respected; China Chic brands usually refer to domestic and local fashion brands, often with specific Chinese design elements. This kind of brand has already formed the mainstream in cities, and rural tourism consumers are mainly urban people. Naturally, it has become the main brand type of rural tourism. Rural trend brand is a local innovative brand with strong local flavor. Different from China Chic, Rural trend brand emphasizes the prominent expression of local elements, and such brands are more popular than China Chic.

The data in **Table 14** show that among the design styles of rural tourism souvenirs favored by the respondents, the designs with local characteristics, simplicity and traditional Chinese style are the most popular. And exquisite elegance and personality fashion also have a certain audience, cartoon cute design audience is the least.

The data in **Table 15** shows that among the characteristics of rural tourism handicrafts valued by the survey respondents, culture is the primary factor to

Table 10. Choice of rural travel time of respondents.

Choice of time	Holidays	Weekend 2 days	Weekend 1 day	Working day
Data	56.39%	37.21%	27.05%	11.80%

Table 11. Rural tourism transportation modes of respondents.

Modes of Transportation	Drive	Railway Traffic	Road Traffic	Hike	Travel by bike
Data	81.64%	25.74%	23.93%	11.80%	10.33%

Table 12. Types of rural tourism souvenirs preferred by respondents.

Types of souvenir	Handmade goods	Local specialty	Rural creative products	Specialty Processed Food	National folk costume
Data	66.07%	57.54%	45.25%	38.52%	30.66%

Table 13. Favorite brands of rural tourism souvenirs preferred by respondents.

Brand	Time-honored	Rural trend	China Chic	Others
Data	69.67%	57.05%	54.10%	2.30%

Table 14. Design style of rural tourism souvenirs preferred by respondents.

Style of Design	Local characteristics	Simple	Traditional Chinese style	Exquisite & elegant	Personality & fashion	Cartoon & cute
Data	65.08%	61.97%	54.75%	27.87%	20.33%	5.08%

Table 15. Characteristics of rural tourism handicrafts valued by respondents.

Features	Cultural	Region	Practicality	Innovative	Decorative	Ecology	Collectible	Material	Price
Data	68.52%	41.80%	30.66%	30.66%	19.67%	12.79%	13.93%	37.70%	14.26%

consider. The uniqueness of handicrafts presented by regionality and materials takes an important proportion, followed by practicality, innovation and decoration, which are also important factors. Consumers pay relatively little attention to the price, collectibility and ecology of rural tourism souvenirs.

Table 16 shows that most of the acceptable price ranges of rural handicrafts are less than 100 yuan, and they are also more acceptable to the consumption of less than 500 yuan. However, when the price exceeds 500 yuan, the willingness to consume presents a cliff drop. This data performance has important guiding significance for the pricing and cost control of rural handicrafts.

3.4. Consumption Preference of Respondents for Rural Tourism Experience Projects

The fourth part of the questionnaire is a survey of consumption preferences on the cultural types, experience intention, specific experience items, experience

Table 16. Price range of rural handicrafts acceptable to survey respondents.

Price	Within 100 yuan	101 - 500 yuan	501 - 2000 yuan	More than 2000 yuan
Data	67.21%	58.03%	8.85%	3.77%

environment and other aspects of the experience items in rural tourism. In addition to the single choice of experience intention, the rest are multiple choice (see **Tables 17-20**).

As shown in **Table 17**, the most prominent cultural type favored by respondents in rural tourism is folk handicraft, followed by folk music, flower parties, opera and other performance types.

The data in **Table 18** shows that an absolute majority of respondents express their willingness to experience folk handicraft projects in rural tourism consumption, indicating that folk handicraft production experience can attract the most tourists in the process of rural tourism. Only less than 2% were reluctant to participate in the experience. The main reasons were that the project was not mature enough, the service experience was poor, and too many people gathered were reluctant to queue.

Table 19 extracts seven common handicraft experience items in rural tourism. Data shows that the handicraft items that survey subjects are most willing to experience in rural tourism are ceramic handicraft making, plant dyeing and hand weaving, paper cutting and painting and food making, which are most consistent with local culture. Metalworking jewelry and incense making, common in the city, were at the bottom of the list. Some interviewees hope to experience local handicraft projects such as plant flowers and dough figurines. Among them, in addition to the ceramic handicraft project has a high technical threshold, the rest of the plant printing and dyeing, hand weaving, paper cutting and painting, food production have a deep foundation for development in the countryside, especially the village has a large number of Qiao Niang group proficient in these skills. This has also laid a foundation of skills and talents for rural construction of non-body inspection facilities integrating intangible cultural heritage display, dissemination, learning, experience and sale.

The data in **Table 20** shows that the space type of handicraft experience project that respondents most want to implant in rural tourism is Intangible Cultural Heritage experience hall, so the supporting construction of rural Intangible Cultural Heritage experience hall should be regarded as an essential project of rural tourism. The second is to implant into folk households, markets, cultural shops and B&Bs and other space types.

4. The Integration Strategy of Folk Handicraft and Rural Tourism

4.1. Build an Industrial Ecology Integrating Folk Handicraft and Rural Cultural Tourism to Show the Diversity of Local Culture

Scenic spots and tourists together constitute the initial ecology of rural tourism,

Table 17. Types of rural tourism culture preferred by respondents.

Type of culture	Folk handicrafts	Folk music	Folk flower fair	Folk opera	Others
Data	84.43%	43.44%	37.05%	33.93%	1.64%

Table 18. Willingness to experience folk handicraft projects in rural tourism consumption.

Willingness	Willing	Unwilling
Data	98.03%	1.97%

Table 19. Specific handicraft projects that respondents hope to experience in rural tourism.

Project type	Ceramic	Dyeing	Hand woven	Paper-cutting	Food preparation	Jewelry	Making spices
Data	47.38%	45.57%	43.28%	35.08%	32.13%	16.23%	15.90%

Table 20. Spatial types of handicraft experience projects that respondents hope to implant in rural tourism.

Space type	Experience hall	Folk custom household	Village market	Cultural creation shop	B & B	Workshop
Data	60.98%	39.18%	37.05%	32.30%	24.43%	9.02%

which needs to be further integrated with local culture to form a complete ecological industry of rural cultural tourism. Folk intangible cultural heritage, especially handicraft projects, is the most direct representation of local cultural features. The countryside has been the place where folk handicrafts gather since ancient times. The production of many food and folk handicrafts shows the living local culture, which is the concrete embodiment of the diversity of rural cultural ecology. To pursue the high-quality development of rural tourism, it is necessary to excavate the diverse cultural resources of folk handicrafts. Through the integrated construction of scenic spots, intangible cultural heritage workshops and intangible cultural heritage study centers (sites), the inheritance, education, production, sales, display, interactive experience and study tour projects of folk handicrafts should be integrated into the rural characteristic tourism routes. It will show the rural landscape of one village, one product, one household and one art, and realize the inheritance and revitalization of traditional culture. The industrial ecology of the integration of folk handicraft and rural tourism should have comprehensive sectors such as production, education and research, innovation and transformation, achievement display, and product sales. Different elements of each sector should form a differentiated and synergistic relationship to fully show the diversity of rural cultural industry ecology. Production is the basis of sustainable development of folk handicrafts; Education research is a new mar-

keting form that integrates the experiential consumption of rural tourism, and also helps to inherit and cultivate the skills of artisans in local culture. Innovation and transformation is a necessary process to break through the limitation of traditional thinking and make folk handicraft enter the contemporary life and fashion through redesign. Achievement display is an important link for craftsmen to build confidence and improve themselves. Product sales is a necessary means to realize the value transformation of achievements and brand communication.

4.2. Explore Local Handicraft Projects Suitable for Rural Tourism to Activate Rural Innovation

The localization of handicraft projects can provide exclusive space of non-inherited experience facilities for rural tourism, and create experience environment of characteristic projects of intangible cultural heritage research tourism such as intangible cultural heritage workshops or manual experience pavilions for tourists. Local areas should encourage rural areas to develop “local” rural characteristic workshops integrating inheritance, experience, education, training and tourism, and expand the exhibition space of intangible cultural heritage to rural tourism. We will give priority to promoting the transformation of characteristic workshops, focusing on supporting the development of family-style living characteristic workshops by using our own family workshops. At the same time, we will support the construction of cooperative and maker workshops to activate the enthusiasm for innovation and entrepreneurship of rural craftsmen and their related practitioners. Encourage the development of rural tourism on the basis of local characteristic workshops, local natural landscape and cultural experience as the content, to create a rural tourism symbiotic community collaborative innovation system integrating non-body inspection, characteristic catering, boutique homestay, leisure and entertainment. It is also the cultural inheritance of the intangible cultural heritage projects rich in local cultural characteristics to dig deep into the traditional skills and culture and the local folk feeling and develop rural tourism based on the distinctive folk handicraft projects.

4.3. Cultivate Local Handicrafts and Rural Tourism Talents, And Activate the Endogenous Strength of Villagers

Rural handicraft production needs to hire local people to ensure the protection and inheritance of relevant projects. The development of rural tourism and special cultural experience projects has also enhanced the vitality and sustainability of localized handicraft projects. Through the training of local vocational skills in handicrafts, the vocational skills of handicrafts can be effectively improved. More and more villagers pick up folk handicrafts skills, gain profits and respect in the process of participating in production and tourism project management, rebuild cultural confidence, and activate the endogenous development power of villagers. To cultivate local artisans suitable for rural tourism, it is not only necessary to inherit handicraft skills, but also necessary to teach rural tourism service skills,

as well as marketing, live broadcasting and other comprehensive skills, so that rural artisans with the spirit of craftsmanship can become tourism experts. Artisans or their families with comprehensive skills can earn money to support their families without leaving their hometowns, enjoy the happy life of family reunion, improve their income and obtain the dignity of work, improve their sense of happiness and gain, and realize the fundamental demand of a rich life.

4.4. Develop Localized Handicraft Tourism Products to Build Local Cultural Brand Attraction

In rural areas, natural heritage, material cultural heritage and intangible cultural heritage can all become tourism products. Among them, natural heritage and material cultural heritage are more protected, but less plastic. Intangible cultural heritage is less protected because of its active properties, but it has great plasticity. Through the production and manufacturing of folk handicrafts in tourism consumption, craftsmen have completed the creative transformation and innovative development of handicrafts from intangible cultural heritage projects, and the cultural transmission of local intangible cultural heritage projects through handicrafts. First of all, handicraft intangible cultural heritage is the source of rural cultural creativity. Through proper cultural and creative design and local manufacturing, tourists can enjoy unique local cultural tourism products, form competitive brand recognition, and enhance the attraction of local cultural brands. Secondly, handicraft tourism products not only bring material consumption as commodity attributes, but also include interactive experience with people and environment in the process of rural tourism, to meet the spiritual consumption of tourists. Rural skilled artisans work in intangible cultural heritage workshops, and tourists can experience and interact with each other through research and study Tours in non-genetic learning experience facilities to feel the artistic daily life in rural tourism, which can form experiential consumption and realize the basic support for the prosperity of rural tourism experience economy.

5. Summary

In the stage of high-quality development of rural tourism, endogenous force and attraction are the core elements of sustainable development. Current folk handicrafts provide new content and opportunities for tourists and villagers in the increasingly stereotyped rural tourism, and can play a positive guiding role in brand strengthening, business form improvement, cultural experience and product innovation in rural tourism. By stimulating the villager's cultural confidence and consciousness, fully exploring and integrating the rural folk handicraft resources, reasonably reconstructing the rural collective memory, it can effectively promote the industrial prosperity, promote the revitalization of rural culture, and rebuild the spiritual home of the rural community (Lu & Hu, 2018). The mining of cultural elements of folk handicrafts and the construction of systematic lifestyle make it possible to upgrade the quality of consumer goods in the original rural tourism,

which not only improves the business model of rural tourism, but also restores the roots of traditional culture in villages. It is theoretically sustainable and practical. Rural tourism practitioners should consider the integration of folk crafts and innovative strategies from the supply side in combination with local cultural characteristics, dig deep into the potential of rural tourism consumption, and build a hometown of featured culture and art based on local culture. We will support the organic integration of folk handicraft resources into rural scenic spots and vacation areas, and build intangible cultural heritage scenic spots with local cultural characteristics. Make good use of folk handicraft resources, highlight handicraft culture, and tell folk intangible cultural heritage stories. Using handicraft intangible cultural heritage resources to enable rural tourism, emphasizing local characteristics, using literature to shape tourism, and using tourism to complement literature, a number of intangible cultural heritage-themed boutique tourism routes, immersive experience environment, research tourism products and rural cultural and creative products with distinct characteristics have been launched in rural areas, forming a demonstration village pattern of “one village, one product” and “one household, one art.” To optimize the spatial layout of rural tourism, different non-body inspection projects are interspersed with multiple points and differentiated elements are coordinated. Effectively create wealth for the inheritors of folk handicrafts, activate the endogenous strength of rural handicrafts practitioners, strengthen the attraction of rural tourism resources, mobilize the enthusiasm of grass-roots craftsmen in production, and stimulate the rural tourism economy.

The innovation and main contribution of the research on rural tourism consumption preference data of folk handicrafts lies in that, based on the analysis and research of the survey data, the integration strategy and innovation path of folk handicrafts and rural tourism are proposed in the high-quality development stage of rural revitalization, and it is clear that grassroots villages are characterized by folk handicrafts. By constructing the integration of cultural and tourism industry ecology, developing local handicraft tourism projects, cultivating local rural tourism talents, and developing local tourism products, we should dig local cultural resources, develop local brands, activate internal driving forces, repair cultural roots, rebuild the distinctive rural lifestyle from multiple perspectives, and fully activate rural cultural tourism. According to the 14th Five-Year Plan for Cultural and Tourism Development of the Ministry of Culture and Tourism, it is necessary to build villages and blocks with intangible cultural heritage characteristics, comprehensively promote the work of intangible cultural heritage in communities and build an inheritance and experience facility system integrating functions of inheritance, experience, education, training and tourism. During the “14th Five-Year Plan” period, the integration and development of handicraft experience and tourism industry will become more diversified. Tourism destinations with different characteristics need to find their own development mode of handicraft experience tour and establish a sustainable integrated development mechanism. Cultural industry and tourism industry are naturally coupled and

mutually complementary (Huang & Zhou, 2012). To develop folk handicraft tourism in rural areas, integration and collaborative innovation are the inevitable trend of high-quality development.

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Conflicts of Interest

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