

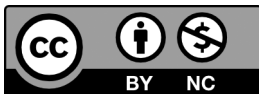
# Analysis on the Development of Agri-Tourism Integration Industry in Guizhou Based on Tourists and Farmers Surveys

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**Abstract:** The Agri-Tourism integration industry is an important part of the high-quality industrial development in Guizhou. In order to better understand the current development status of Agri-Tourism integration in Guizhou, the author designed a questionnaire on tourists' satisfaction with the Agri-Tourism integration industry in Guizhou and a questionnaire on the development situation of local farmers in the Agri-Tourism integration industry. Through questionnaire surveys and analysis, the current development status of the Agri-Tourism integration industry in Guizhou was comprehensively grasped. It was found that there are certain differences in the perception of the Agri-Tourism integration industry between tourists and local farmers. For example, among the current problems in Agri-Tourism development, local people believe that inadequate publicity is the main problem, while tourists believe that weak characteristics and poor participation experience are the main issues that need to be improved urgently. The author sorted out the relationship among the five core stakeholders. Based on the previous questionnaire survey results and analysis, the basic ideas for constructing a common mechanism for core stakeholders in Guizhou's Agri-Tourism integration industry were proposed, namely, constructing an interest coordination mechanism for Agri-Tourism integration, innovating an interest win-win mechanism for Agri-Tourism integration, and deepening a risk anchoring mechanism for Agri-Tourism integration.

**Key words:** Agri-Tourism integration; Questionnaire survey; Stakeholders; High-quality development



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In recent years, Guizhou has consistently adhered to taking high-quality development as the overarching principle to coordinate all aspects of work, showcasing a new look of Guizhou in the process of Chinese-style modernization. As an emerging form of industrial integration, agri-tourism integration focuses on achieving the “1+1>2” effect among industries through the in-depth integration of leisure agriculture, agricultural product processing, and rural tourism. High-quality agricultural development is an important indicator of rural revitalization; agri-tourism integration not only exerts a significant positive promoting effect on high-quality agricultural development but also exhibits a spatial spillover effect (Zhou Pengfei et al., 2021). Currently, the agri-tourism integration industry has undoubtedly become an

Research/ Funding project: Youth Project of Social Sciences in Guizhou Province, “Study on the High-Quality Development Path of the Integration of Mountainous Characteristic Agriculture and Tourism in Guizhou Province” (Project No.: 22GZQN09).

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Article Citation: Shen, W. Q. (2025). Analysis on the Development of Agri-Tourism Integration Industry in Guizhou Based on Tourists and Farmers Surveys. *Environment and Resource*, 7(1): 248-261.

inherent requirement for realizing high-quality industrial development in Guizhou.

Relevant studies have shown that agri-tourism integration is conducive to enhancing the development of county-level common prosperity (Lu Yuanxin et al., 2025), has an obvious positive spillover effect on improving the employment quality of the surrounding rural labor force (Liu Yingji et al., 2025), can promote the improvement of the rural living environment (Guo Xiaoxun et al., 2024), and also exerts a positive impact on the value of private ecological products in rural areas (He Xiaoqian, 2025). It is evident that agri-tourism integration plays a strong positive role in rural revitalization (Li Xu et al., 2024) and serves as a crucial means to realize rural revitalization in ethnic minority areas.

Guizhou is located on the Yunnan-Guizhou Plateau, with karst landforms widespread, a rich ethnic cultural atmosphere, and both ecological and cultural diversity—all of which provide fertile ground for the development of Guizhou's agri-tourism integration industry. Currently, the development of Guizhou's agri-tourism integration industry is accompanied by both opportunities and challenges: while it has a certain development foundation, it also faces difficulties such as homogenization and a weak foundation in the secondary industry. It is necessary to give full play to the advantages of all stakeholders in rural areas, promote the transformation and upgrading of the rural industrial structure from a single industry to the integration of the primary, secondary, and tertiary industries, and thereby enable farmers to truly enjoy the dividends brought by the development of the agri-tourism integration industry (Li Meijie et al., 2022).

To better understand the current status of agri-tourism integration development in Guizhou, the author designed two questionnaires: a questionnaire on tourist satisfaction with Guizhou's agri-tourism integration industry and a questionnaire on the development status of local farmers in the agri-tourism integration industry. The purpose is to fully grasp the development status of Guizhou's agri-tourism integration industry through questionnaires and analysis, and explore its optimization paths.

## 1 Survey on Tourist Satisfaction with Guizhou's Agri-Tourism Integration Industry

The Questionnaire on Tourist Satisfaction with the Integrated Development of Mountainous Characteristic Agriculture and Tourism in Guizhou mainly aims to evaluate the satisfaction of agritourism integration scenic spots within Guizhou Province. A total of 550 questionnaires were distributed, and 482 valid ones were recovered. The basic criteria for valid recovered questionnaires are as follows: respondents must complete more than 90% of the questionnaire, with no missing key information; the consistency of their answers' logic must be verified; and duplicate questionnaires must be excluded. Among the respondents, the male-to-female ratio is 44:56, indicating a basically reasonable gender structure.

### 1.1 Basic Information of Respondents

The respondents of this questionnaire survey are mainly aged between 18 and 60, among whom the 31-40 age group accounts for the largest proportion at 30.49%. Additionally, married respondents make up 59.39% of the total, and 56.63% reside in cities within Guizhou Province. It can be seen that the main travel type of this group is family travel

with children, specifically, taking children to travel and engage in study trips in rural areas or mountainous regions during holidays.

In terms of educational background, respondents with a bachelor’s degree account for 30.21% of the survey participants, while those with a postgraduate degree account for 17.62%. Nearly half of the respondents have received higher education, especially as young parents; their demand for travel types such as family trips with children and sightseeing tours is no longer limited to the traditional sightseeing function. Instead, they have a stronger expectation to help their children broaden their horizons and experience life through travel, which highlights the prominent educational value of agri-tourism integration.

### 1.2 Perception of Agri-Tourism Integration Experience

#### (1) Tourists’ Interest in Agri-Tourism Integration Travel

Nowadays, travel has increasingly become a common part of people’s daily lives. As an emerging nature-oriented approach, agri-tourism integration combines multiple functions such as sightseeing, leisure, and study experience, and has already become a travel option that most people are willing to choose. In this survey (as shown in Figure 1), 67.11% of the respondents were extremely interested in agri-tourism, 24.9% were interested, 5.7% were a bit interested, and only 2.28% indicated not interested.

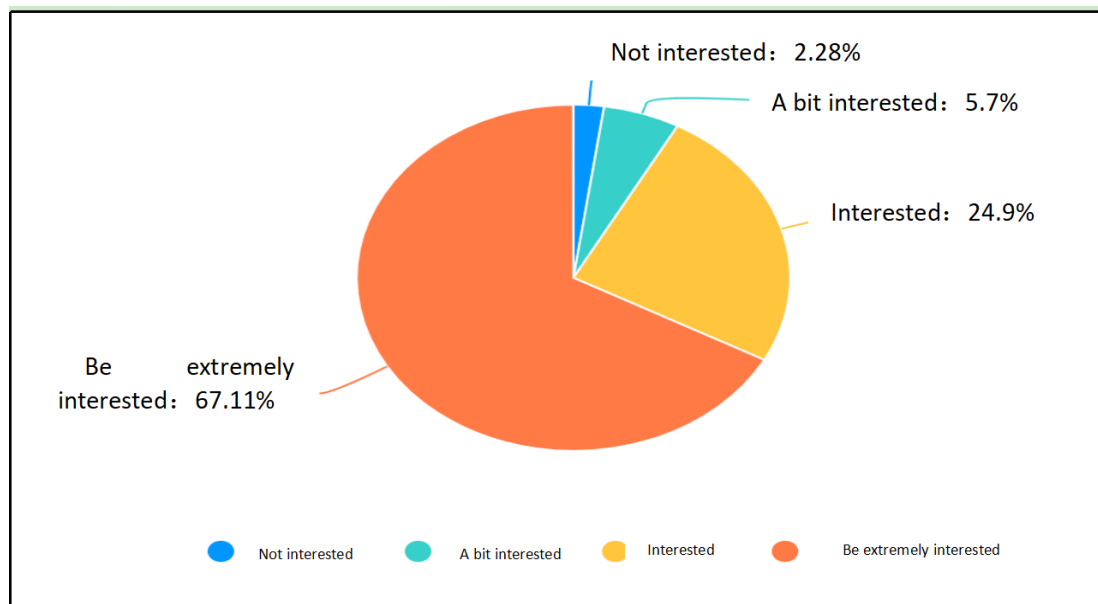


Figure 1 Do you have an interest in agri-tourism integration travel?

(Source: Self-made by the author)

When Tourists Choose Agri-Tourism Integration Spots (Note: This question is multiple-choice), the top priority for tourists when selecting agri-tourism integration spots is getting close to nature and enjoying natural landscapes. Among the respondents, people who have lived in cities for a long time are eager to visit scenic rural areas during holidays to get close to nature, thereby achieving spiritual comfort, away from the hustle and bustle of cities and enjoying a peaceful life. Furthermore, modern people’s travel demands are no longer limited to sightseeing; they attach greater importance to the experience and perception during the trip. In this survey, 63.26% of respondents expect the agri-tourism integration spots they visit to allow them to experience the joy and beauty of rural life and feel the unique local

Continued

customs and traditions. This satisfies their dual needs of seeking novelty and relaxation, enabling them to gain travel satisfaction through life experiences that are completely different from their daily life rhythm. In addition, 42.05% of the demand for traveling to agri-tourism integration spots stems from the desire to increase life and cultural knowledge, and to continuously broaden their horizons during the trip. From the above survey results, it can be inferred that the design of agri-tourism integration spots should not only select ecological locations with beautiful natural scenery but also take into account multiple factors such as ethnic culture and participatory experiences. This also places higher requirements on agri-tourism integration as an emerging travel method.

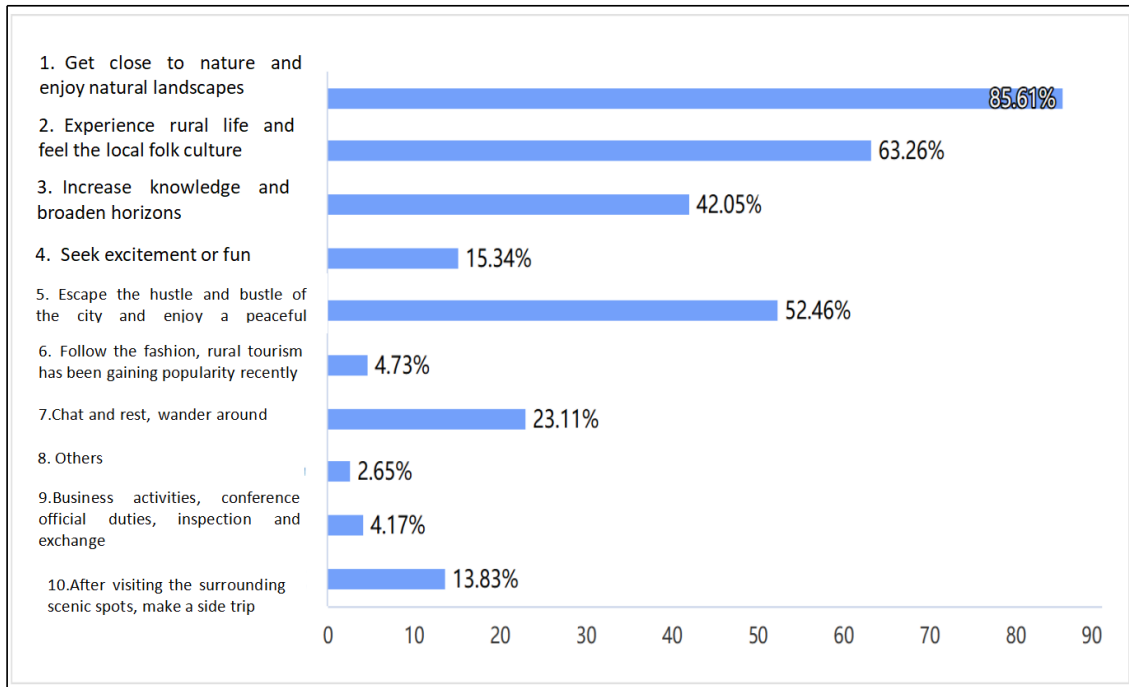


Figure 2 What are the reasons for you to choose agri-tourism integration spots for travel activities? (Multiple Choice)

(Source: Self-made by the author)

## (2) Main Groups of Agri-Tourism Integration Travelers

In this survey, when respondents were asked the question “Who do you usually travel to scenic spots with?” (multiple choice), 78.79% of them chose “family members” and 65.72% chose “friends”. It is evident that traveling with family or friends is the preferred option for most people. Combined with the previously collected data on respondents’ age and marital status, it can be reasonably inferred that parent-child travel constitutes the target market for current agri-tourism integration. If we can cater to the interests of adult parents and children, it will yield twice the economic benefits with half the effort.

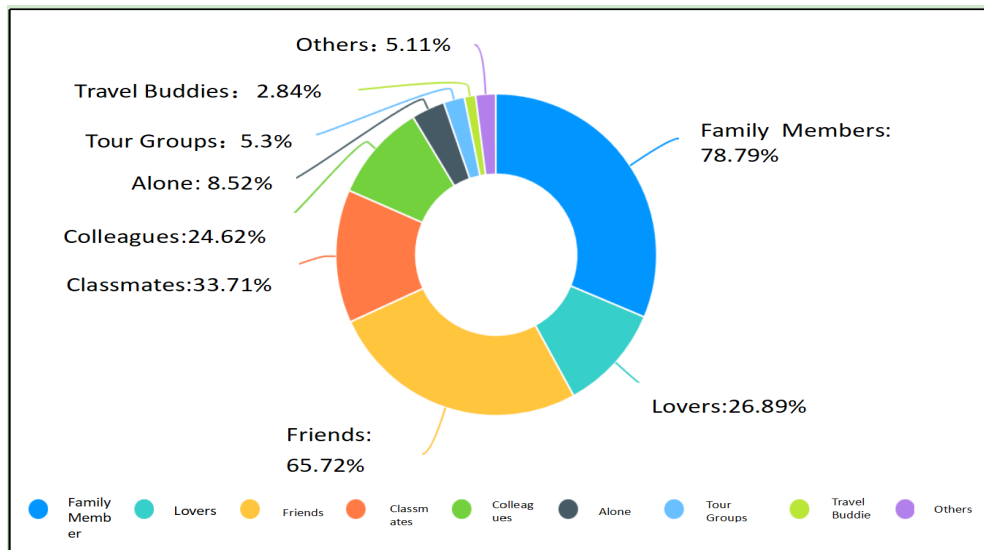


Figure 3 Who do you usually travel to scenic spots with? (Multiple Choice)

(Source: Self-made by the author)

### (3) Main Modes of Transportation and Duration of Stay

When respondents were asked about the transportation methods they usually choose to reach travel destinations (Note: This question is multiple choice), 78.41% selected self-driving, 45.08% chose public transportation, only 14.77% were willing to take vehicles organized by travel agencies, and 11.17% preferred to charter a car on their own. With the continuous improvement of material living standards, self-driving has become an inevitable choice for most families. Therefore, transportation accessibility and the distance to the destination have become important factors affecting tourists' travel choices.

In this survey, the author designed a question about the duration respondents are willing to stay at the tourist spot. The results show that 39.39% of people are willing to stay for 2 to 3 days, and 38.83% are willing to stay overnight. It is evident that if agri-tourism integration spots have attractive highlights and characteristics, more than three-quarters of tourists will be willing to stay at the scenic spot for 1 to 3 days.

### (4) Tourism Consumption Expenditure

The level of tourism consumption is a direct factor influencing the tourism economy. In light of this, the author conducted a survey on the amount and composition of tourism consumption among the respondents.

From the basic information regarding the respondents' economic income, it is found that those with a monthly income of 2,000 to 5,000 yuan account for 50% of the total, those with a monthly income of over 5,000 yuan make up 21.4%, and those with a monthly income of less than 2,000 yuan constitute 28.6%. According to the World Bank's 2022 grouping standards for different income levels, economies with a per capita gross national income (GNI) of less than 1,135 US dollars are categorized as low-income economies; those with a per capita GNI of 1,136 to 4,465 US dollars as lower-middle-income economies; those with 4,466 to 13,845 US dollars as upper-middle-income economies; and those with over 13,846 US dollars as high-income economies. By comparing this with the survey respondents and conducting calculations, it can be concluded that approximately 65.4% of the respondents in this survey belong to upper-middle-income economies (including high-income economies), demonstrating a certain level of consumption capacity.

However, when respondents were asked the question "What is the total amount of consumption you can accept at a

tourist spot each time?”, 31.44% of them could accept a consumption range of 500 to 1,000 yuan, 24.24% accepted 200 to 500 yuan, 21.02% accepted 1,000 to 2,000 yuan, and 12.88% accepted 2,000 to 5,000 yuan.

From the survey results, it can be seen that the consumer market for agri-tourism integration in Guizhou still has great potential. Effective measures can be taken to expand domestic demand and develop the consumer market. Among the expenditures at agri-tourism integration spots, catering, accommodation, and entertainment & experience activities rank among the top three. As shown in the figure, restaurant consumption accounts for 83.9%, accommodation consumption for 70.45%, and spending on entertainment and experience activities for 55.3%. As the primary revenue drivers of current agri-tourism integration, these three segments still hold significant potential for further growth. In particular, regarding entertainment & experience activities, how to design distinctive agri-tourism integration activities that are both interesting and economically valuable to attract consumers is a key issue that tourism practitioners need to focus on currently.

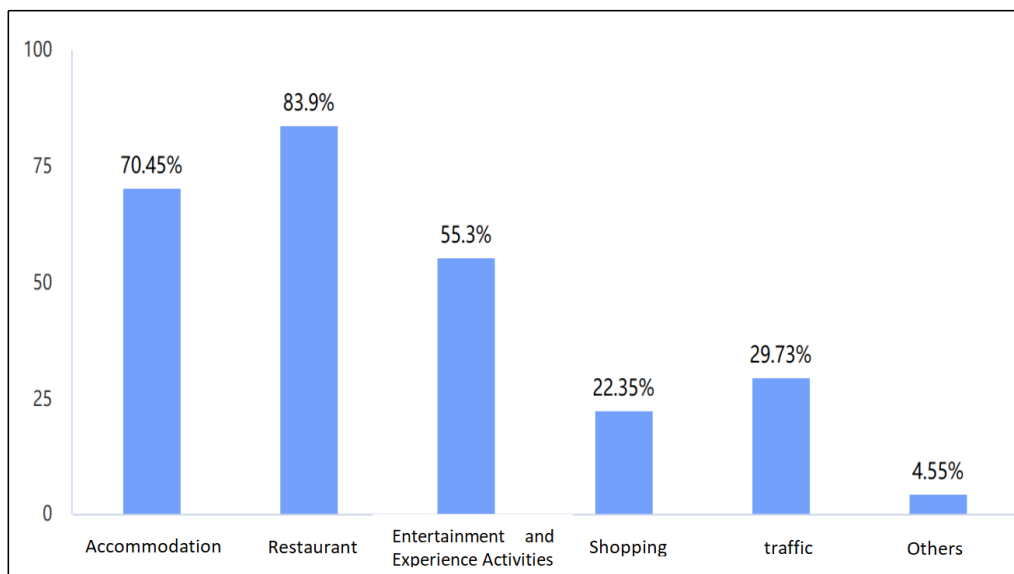


Figure 4 What do you spend most of your money on at tourist spots? (Multiple Choice)

(Source: Self-made by the author)

### 1.3 Analysis of Tourists’ Satisfaction with Agri-Tourism Integration Based on Case Studies

To better complete this research project, the author conducted on-site surveys and distributed questionnaires at multiple agri-tourism integration spots in Guizhou Province on several occasions. The survey covered areas including Huaxi District and Wudang District of Guiyang City, Kaili City, Leishan County, Rongjiang County, Liping County and Jinping County in Qiandongnan Miao and Dong Autonomous Prefecture, Anshun City, Huishui County and Guiding County in Qiannan Buyi and Miao Autonomous Prefecture, Liupanshui Area, and Zhenfeng County of Xingyi City in Guizhou Province. These locations basically cover the representative agri-tourism integration spots in Guizhou.

During the survey, the author invited the research participants to focus on evaluating the agri-tourism integration experience of their current trip. Through on-site visits and field investigations, the author obtained a large amount of first-hand data, aiming to analyze the development status of agri-tourism integration in Guizhou Province by summarizing the case studies. First, 51.52% of the respondents reported being “very satisfied” with their overall experience of the agri-tourism integration activity, while 33.9% expressed “satisfaction”. Additionally, 12.69% described

their satisfaction as “average”, and 1.9% voiced dissatisfaction. Furthermore, 54.17% of the respondents indicated they were “very willing” to recommend this agri-tourism integration spot to relatives and friends, 31.82% stated they were “willing” to do so, 12.5% held a “neutral” attitude, and 1.52% said they were “unwilling”. It is evident from the survey of these agri-tourism integration case spots that the overall tourist satisfaction is largely consistent with their willingness to recommend. The overall tourist satisfaction is relatively high, and most people are willing to recommend these spots to those around them. This has laid a solid public foundation for the word-of-mouth marketing of Guizhou’s agri-tourism integration industry.

To gain a better understanding of tourists’ demands for agri-tourism integration projects, the author designed the question “How attractive are the tourism projects to you?” Using a five-point scale (“Very Strong”, “Strong”, “Average”, “Weak”, “Very Weak”), respondents were asked to evaluate 14 agri-tourism integration projects, respectively, including pastoral sightseeing tourism, farming experience activities, homestay style tourism, and traditional village architecture or ancient towns.

Subsequently, the average score for each project was calculated based on the respondents’ answers, and a radar chart was drawn according to these average scores, as shown in the figure.

In this survey, “tasting local specialty foods” ranked first in terms of attractiveness to tourists among all tourism projects. “Experiencing folk customs such as farming culture and ethnic culture” and “traditional village architecture tourism” tied for second place, while “enjoying pastoral scenery” ranked third. Therefore, in the design of agri-tourism integration projects, full consideration should be given to the development of specialty foods, the exploration of homestay styles, the inheritance of traditional architecture, and the creation of pastoral scenery. Targeted efforts should be made to improve the quality of tourism services.

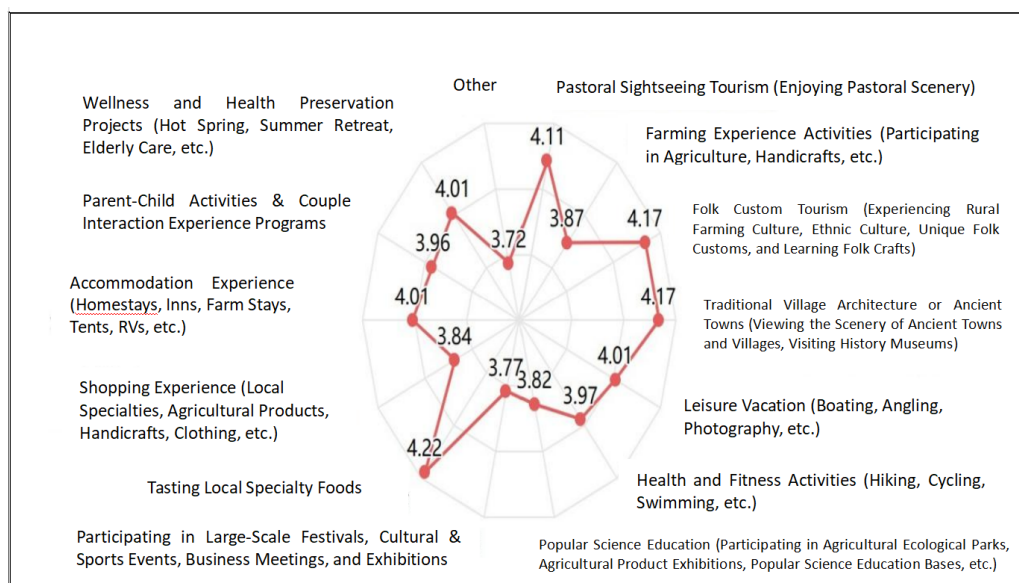


Figure 5 How attractive are the tourism projects to you? (Matrix Scale Question)

(Source: Self-made by the author)

The author also designed a feedback section for collecting suggestions on improving the agri-tourism integration spots surveyed. From the feedback, it was found that “insufficient cultural atmosphere” is an aspect in urgent need of improvement for the current development of the agri-tourism integration industry. Other areas for improvement,

ranked by the degree of dissatisfaction, are as follows: lack of uniqueness, poor participatory experience, inconvenient transportation, inadequate promotion of scenic spots, and insufficient variety of tourism products.

The feedback indicates that in agri-tourism integration trips, tourists have increasingly high demands for cultural atmosphere—they expect the agri-tourism integration spots they visit to have a strong and distinctive cultural vibe. Organizers should design more projects with a high level of participatory experience, while also ensuring convenient transportation, appropriate promotion of scenic spots, and a diverse range of tourism products.

## 2 Survey on the Development Status of Local Farmers in Guizhou's Agri-Tourism Integration Industry

To gain a more comprehensive understanding of the development of the integrated mountainous characteristic agriculture and tourism in Guizhou, the author conducted a questionnaire survey among local farmers. A total of 250 questionnaires were distributed in this survey, and 221 valid ones were recovered. To ensure the authenticity and validity of the questionnaires, the criteria for valid recovered questionnaires remained consistent: respondents must complete over 90% of the questionnaire, with no missing key information; the logical consistency of their answers must be verified; and duplicate questionnaires must be excluded.

The survey respondents were mainly local residents in Guizhou engaged in industries related to agri-tourism integration, with a male-to-female ratio of 52 : 48. Their ages were mainly distributed between 18 and 50 years old, showing a basically reasonable age and gender structure.

In terms of the educational background of the respondents: 29.81% hold a bachelor's degree or a junior college diploma, 28.81% have a junior high school education, 27.87% possess a senior high school diploma or a secondary technical school certificate, 8.16% have a primary school education, with another 2.58% holding a postgraduate degree and 2.77% having an education level below primary school. It can be seen that most of the employees in the agri-tourism integration industry surveyed have received education at different levels, possess certain cultural knowledge and professional skills, and serve as the main force in the local agri-tourism integration industry.

### 2.1 Basic Employment Status of Local Farmers

According to this survey, the average satisfaction score of local farmers with the overall development of local agri-tourism integration was 3.83 (out of a total score of 5). Specifically, 43.87% of the farmers reported being "very satisfied", 25.16% were "satisfied", 13.55% felt "average", 4.52% were "dissatisfied", and 12.9% were "very dissatisfied".

In terms of the main business activities that local farmers are engaged in, they primarily include catering and accommodation services, tourism product sales, agricultural product cultivation and management, song-and-dance and folk performance, agricultural product processing, and handicraft production.

Comparing this with the previous survey results on tourists' consumption behavior, catering and accommodation services are not only the main expenditure items for tourists but also important sources of income for the corresponding farmers. However, in terms of entertainment and experience activities, the participation and attention of local tourism operators fall far short of tourists' expectations.

From the survey data on the main business participation of local farmers, only 26% are engaged in agricultural product cultivation and management, 23% participate in song-and-dance and folk performances, and 23% are involved in agricultural product processing and handicraft production. This indicates that more relevant projects and practitioners should be added to enhance the tourism experience.

## 2.2 Evaluation of the Local Agri-Tourism Integration Industry

The author asked local farmers, who are mainly engaged in agri-tourism integration development, to evaluate the main obstacles encountered in developing the agri-tourism integration industry at home (multiple-choice question). The results indicate that 49.03% of the respondents consider the lack of capital or credit support to be the biggest obstacle to the current industrial development. Other difficulties faced by local participants in the agri-tourism integration industry during actual operations include insufficient tourist numbers, strong seasonality, and higher risks than returns in the tourism sector. Due to the certain risks associated with investments in agriculture and tourism, many participants hold a conservative attitude towards expanding their business scale—they are afraid that excessive investment will make it difficult to recover costs and thus express concerns about the development prospects. Furthermore, inadequate in-home reception facilities, which are caused by the above two factors, rank third among the obstacles hindering the development of the agri-tourism integration industry in the respondents' view. In addition, other obstacles facing the agri-tourism integration industry include the lack of certain operational and management capabilities, low educational levels, insufficient skills, and the absence of technical support and guidance for industrial development.

When the author asked the survey respondents, "In your opinion, what aspects of the agri-tourism integration industry in your village are distinctive?" (multiple-choice question), 77.42% of local tourism participants believed that the local pastoral sightseeing is quite distinctive and serves as the main reason for attracting tourists. 65.81% of the respondents stated that rural farming culture, ethnic culture, and unique folk activities—experiences that tourists gain locally—are projects with local characteristics. Meanwhile, 57.42% noticed that tourists are willing to come to experience farming activities, mainly manifested in participating in local agricultural work and handicraft production. In fact, during the author's on-site interviews, many local operators mentioned that farming experience activities were not originally designed by tourism operators, but rather initiated by tourists' demands. To meet these demands, local people organize tourists to participate in different farming activities based on the characteristics of crops harvested in different seasons, and local operators mainly charge fees related to agricultural products. Furthermore, most agri-tourism integration spots have distinctive village architecture, which attracts tourists to visit and admire the scenery of ancient towns and villages, as well as visit history museums. This has also become one of the key highlights recognized by current operators for attracting tourist flow. In addition, other distinctive aspects that local tourism practitioners believe attract tourists include various types of accommodation experiences, local specialty cuisine, and leisure vacation activities such as boating, angling, and photography.

When comparing the results with the previous questionnaire survey on tourists, the importance ranking of factors attracting tourists to the destination (in tourists' minds) is as follows: first, tasting local specialty foods; second, experiencing folk customs tourism (including farming culture and ethnic culture) and visiting traditional village architecture; and third, enjoying pastoral scenery. It is evident that there is a significant discrepancy between the attractiveness factors prioritized by tourists and the local characteristic projects recognized by local tourism operators. Local participants in the tourism industry should focus on formulating tourism plans and designing products around

the core demands of tourists, and proactively cater to consumers' psychological needs. Only in this way can they truly resonate with consumers, help form consistent consumption habits, and gain a foothold in the tourism market.

The author also conducted a survey among local tourism participants regarding the impacts brought by the development of the agri-tourism integration industry. The results show that the most significant impact of this industry is the improvement of the overall environment of the villages and the upgrading of infrastructure, allowing local residents to practically benefit from the environmental changes brought about by development. Second, the development of the agri-tourism integration industry has effectively driven local economic growth, created new employment opportunities and tourism income for local residents, strengthened connections between the local area and other regions, and promoted external exchanges. It has also contributed to the cultural protection of the villages: through interactions with tourists, local residents have continuously updated their concepts, improved their service capabilities, and deepened their understanding of tourism development. Of course, tourism development may also bring negative impacts that disrupt residents' daily lives, such as noise and domestic pollution. It has also raised local commodity prices, exacerbated the wealth gap within the villages, and, in some areas, most of the profits have been obtained by outsiders. However, overall, the average score of positive impacts (out of a total of 5) all exceeded 4, while the average score of negative impacts mostly ranged between 2 and 3. This indicates that the positive impacts of developing the agri-tourism integration industry outweigh the negative ones. Local residents generally hold a positive attitude towards the development of this industry and expect to expand their income sources, improve the village environment, and increase employment opportunities through its development.

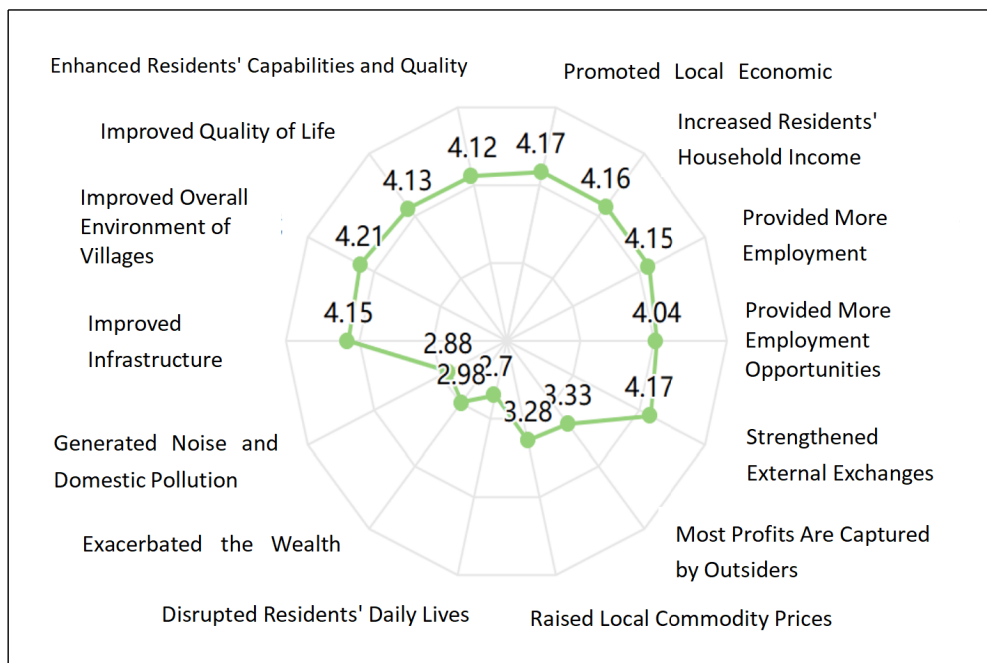


Figure 6 Radar chart of the impacts of developing the local agri-tourism integration industry [Matrix Scale Question]

(Source: Compiled by the author)

Finally, the author conducted a survey among local farmers regarding the areas for improvement of local agricultural-tourism integration sites. The results show that local residents consider inadequate promotion of tourism

sites as the top priority for improvement—50.32% of respondents believe that insufficient promotion is the biggest constraint currently hindering the development of local agri-tourism integration. Comparing this with the previous survey results on tourists, tourists ranked “improper promotion” as the fourth most pressing issue. This indicates a significant discrepancy between tourists and tourism operators in their perception of the problems existing in the development of agri-tourism integration. Second, 49.03% of local residents view a weak cultural atmosphere as a key bottleneck restricting local tourism development. In terms of cultural exploration and development, local residents and tourists hold the same view: both consider this a necessary link for realizing the upgrading of the agri-tourism integration industry at present. Third, local operators believe that a poor tourist participation experience is another factor impeding the prosperity of the local agricultural-tourism integration industry. Local operators often lack the experience and capabilities to develop agricultural-tourism integration projects; therefore, most experience-based programs are initiated by tourists’ demands first, and then locals design simple activities based on existing conditions. Without the involvement of professional teams, the quality of the experience is subpar. Even in some relatively professional agri-tourism integration enterprises, the development of experience-based projects has slowed down due to concerns about investment costs. In addition, other factors identified by local residents as restricting the development of the agricultural-tourism integration industry include: insufficient uniqueness of local tourism development, lack of diverse tourism products, poor transportation accessibility, and inadequate variety of tourism commodities (note: “tourism products” here refers to overall tourism services/experiences, while “tourism commodities” refers to tangible souvenirs or local specialties for sale).

### 3 Countermeasures and Suggestions for the Development of Guizhou’s Agri-Tourism Integration Industry Based on the Stakeholder Symbiosis Mechanism

In the 1960s, stakeholder theory—originally emerging from management research—attracted attention from multiple disciplines such as economics, ethics, law, and sociology as soon as it was proposed. The scope of its research subjects has gradually expanded from enterprises to communities, governments, cities, social groups, and other entities (Li Z H & Zheng X M, 2006). Freeman (1984) defined stakeholders as any group or individual that can influence the achievement of an organization’s goals or be influenced by those goals (Freeman R E, 2006). In the conceptual definition of economic management, the connotation of stakeholders is that if an enterprise intends to set an ideal development goal, it must take into account a variety of entities related to the enterprise’s interests (Zhou C, 2021). Research on stakeholders in the tourism field is closely intertwined with the sustainable development of tourism, and its connotation is mainly reflected in the following aspects: Equal emphasis on protection and development: It is necessary to meet the needs of both tourists and residents of tourism destinations at the same time; The benefits generated by tourism development should be widely integrated into local social development, with particular emphasis on paying attention to the positive impacts of tourism on local people; Emphasis on intergenerational equitable development: In the face of current limited resources, contemporary people must not damage the rights of future generations to use tourism resources in order to satisfy their own interests (Liu Yingji et al., 2025).

As a highly comprehensive industry, tourism has a “ripple effect” that drives the development of numerous related sectors, thus involving a wide range of stakeholders. Here, the author focuses on analyzing the interest demands and

roles of the core stakeholders in Guizhou's agri-tourism integration industry(Wang H B et al., 2019).

Specifically, the core stakeholders of Guizhou's agri-tourism integration industry mainly include five groups, as detailed below:(1) Tourists. As the primary participants in the tourism industry, tourists' core demand is to achieve physical and mental relaxation and gain high-quality experiences by participating in agri-tourism integration activities. Their needs typically cover authentic rural experiences (e.g., farming practices, folk culture appreciation), comfortable and safe travel environments, and transparent consumption (e.g., reasonable pricing for homestays, catering, and experience projects). The satisfaction of tourists directly determines the reputation and long-term attractiveness of local agri-tourism integration products. (2) Agri-Tourism Development Enterprises. The managers of these enterprises may be local residents or external investors. Their core goal is to obtain operating income by designing and developing agri-tourism integration projects (e.g., constructing themed homestays, organizing agricultural experience workshops, or developing cultural tourism routes). To achieve sustainable profitability, these enterprises need to balance market demand (meeting tourists' preferences) with local resource conditions (utilizing agricultural landscapes and cultural elements), while also considering cooperation with local communities to ensure project feasibility. (3) Local Residents. For local residents, the development of the agri-tourism integration industry generally brings more positive impacts. Their key interests include: obtaining employment opportunities (e.g., working as homestay staff, tour guides, or catering service providers), increasing household income (through participation in tourism services or sales of local agricultural products as souvenirs), and improving living conditions (e.g., upgraded infrastructure and a cleaner village environment driven by tourism development). Additionally, residents also expect their cultural traditions to be respected and protected during the development process. (4) Local Village Collectives. The development of the agri-tourism integration industry inevitably involves the development and utilization of land resources (e.g., converting idle farmland into scenic spots or homestay construction land). As representatives of collective interests, local village collectives play a critical coordinating role: they are responsible for organizing residents to participate in project discussions, providing public services (e.g., maintaining village public facilities, managing public green spaces), and leading environmental improvement efforts (e.g., waste disposal, landscape greening). Their effective participation lays a solid foundation for the long-term and orderly development of the village's agri-tourism industry. (5) Local Governments. Local governments undertake the role of "guider" and "regulator" in the development of the agri-tourism integration industry. Their core responsibilities include: formulating scientific development plans to guide the coordinated development of agri-tourism integration projects within the region (avoiding homogeneous competition), providing policy support (e.g., subsidies for infrastructure upgrades, training programs for tourism practitioners), and strengthening supervision (e.g., standardizing business operations, protecting the ecological environment). Ultimately, their goal is to promote regional economic growth, enhance the regional image of "high-quality agri-tourism integration," and improve the overall well-being of local residents.

Based on the relationships among the five core stakeholders mentioned above, and combined with the previous questionnaire survey results and analysis, the author proposes the basic idea of constructing a symbiosis mechanism for the core stakeholders of Guizhou's agri-tourism integration industry.

#### 1.Establishing an Interest Coordination Mechanism for Agricultural-Tourism Integration.

The socialist market economic system with Chinese characteristics ensures that various forms of ownership economies have equal access to production factors in accordance with the law, participate in market competition fairly, and enjoy equal legal protection. It promotes the complementary development and common progress of different

ownership economies, as well as the healthy development of the non-public sector of the economy and the healthy growth of personnel engaged in this sector.

Guizhou's agricultural-tourism integration industry is still in the initial stage of development, with its economic conditions and policy environment in various aspects needing further improvement. Therefore, it is essential to give full play to the active participation of various ownership economies and work together to expand and strengthen the "cake" of the agricultural-tourism integration industry. The individual economy, with the advantage of flexibility—just like "a small boat that can turn around easily"—should also occupy an important position in the early development of the agricultural-tourism integration industry. Through continuous innovative product development and the guidance of tourist flows, a certain degree of industrial agglomeration can be formed. In contrast, the public-owned economy has inherent advantages in the development of key projects and major initiatives, and should also be reasonably planned in terms of industrial layout.

## 2. Innovating a Win-Win Interest Mechanism for Agri-Tourism Integration

Achieving win-win interests is a crucial foundation for the healthy and sustainable development of the agri-tourism integration industry. Based on previous discussions, the win-win interest here mainly manifests as a win-win situation among five core stakeholders: tourists, local residents, development enterprises, village collectives, and the local government.

First, a communication and exchange platform should be established among these core interest groups. Ideally, this platform should be set up by a service-oriented government. The government can identify tourists' travel needs through field surveys and questionnaires, understand the opinions and suggestions of local residents, development enterprises, and village collectives on tourism development via seminars and field research, and then organize industry experts to conduct professional evaluations of the needs of all parties and formulate development plans tailored to local conditions. Meanwhile, a convenient and efficient feedback channel should be established to allow all core stakeholders to promptly voice their demands. Timely communication helps minimize information asymmetry between parties as much as possible.

Furthermore, when formulating specific local development plans, special attention should be paid to the interest distribution mechanism. While emphasizing efficiency, fairness should also be taken into account to maximize the benefits of all participating parties in a fair manner. This is also a key link in mobilizing the enthusiasm of core stakeholders. During the author's field research, it was personally observed that successful agricultural-tourism integration enterprises are invariably supported by the participation and endorsement of the general public. As an emerging tourism industry, agricultural-tourism project development places particular emphasis on experience and innovation. Such development not only requires professional tourism practitioners but also calls for the active participation of local residents in project design and research. It is necessary to plan different agricultural-tourism projects based on local characteristics, adapting to the times, local conditions, and the needs of people.

Therefore, when innovating the interest-sharing mechanism for agri-tourism integration, the interest distribution for local residents must be a key factor for mechanism designers to prioritize.

## 3. Deepening the Risk Anchoring Mechanism for Agri-Tourism Integration

Agriculture has a relatively long production cycle and is highly susceptible to climate impacts, while tourism is also constrained by factors such as natural climate and economic conditions. Therefore, the agri-tourism integration industry, which combines agriculture and tourism, is bound to face various risks and challenges during its development.

In the face of risks, the core stakeholders involved in agricultural-tourism integration should establish a risk anchoring mechanism and form a stable interest community to share risks collectively. When risks arise, local residents, village collectives, and the government should provide greater support and guarantees to development enterprises, minimizing their worries as much as possible. Only in this way can enterprises wholeheartedly invest development funds and intellectual efforts into the local agri-tourism integration industry.

Meanwhile, it is particularly important to establish an early warning mechanism to strengthen risk management and control, and prevent risks before they occur. Agri-tourism integration enterprises should strengthen ties with relevant departments such as the local agricultural bureau, meteorological bureau, and insurance companies, and facilitate information sharing to form a risk early warning mechanism. This mechanism not only prevents risks at the source but also provides protection against damages caused by unexpected disasters in the later stage, helping enterprises build confidence in resisting risks.

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