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AN INTERACTIVE SYSTEM FOR CULTURAL HERITAGE UTILIZATION AND TOURISM DEVELOPMENT IN RURAL AREAS OF CHINA

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Abstract

Culture is integral to tourism in nature, and cultural heritage is central to many tourism destinations. Culture and tourism not only matter for intellectual and cultural development of individuals, but also drive economic growth of a society. This article attempts to explore (1) exploring the interactive influencing factors between the utilization of rural cultural heritage and the development of rural tourism; (2) constructing an interactive system between the utilization of rural cultural heritage and the development of rural tourism; and (3) attempting to explore and choose a good interactive path between the utilization of rural cultural heritage and the development of rural tourism. This article uses the ROSTCM tool and network text analysis method to collect 500 online comments from tourists on Ctrip and Feizhu tourism platforms. Through high-frequency Chinese characters analysis, seven influencing factors on the interaction between rural cultural heritage utilization and rural tourism development were extracted, including brand, historical personality, cultural connotations, ecological environment, supporting services, ticket price, and featured programs. Through social semantic network analysis and sentiment analysis, key factors and emotional tendencies that attract tourists to rural cultural heritage utilization were discovered. Based on this, an interactive system between rural cultural heritage utilization and rural tourism development was constructed from four aspects: the driving forces, market players, operation and support. Finally, good interactive measures are proposed from four aspects: government regulation, rural cultural heritage tourism products, promotion and promotion, and building cultural heritage brands.

Key words: interactive development, influencing factors, rural cultural heritage, rural tourism, system construction

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