



"Gheorghe Asachi" Technical University of Iasi, Romania



SUSTAINABLE CONSTRUCTION AND UPGRADING OF RURAL TOURISM INDUSTRY CLUSTER BASED ON REGIONAL SYNERGISTIC DEVELOPMENT

Zhijun Fan, Liyan Zheng, Muhua Luo*

Guangdong Industry Polytechnic, Guangzhou, Guangdong, 510300, China

Abstract

The creation and upgrading of a rural tourism industry cluster based on regional synergistic development aims to accelerate rural economic growth and development by integrating and cooperating with varied tourist-related industries. This study examines rural tourism sector clusters, synergistic regional growth, and a methodology for their creation and enhancement. The framework emphasizes infrastructure, product diversity, marketing and promotion, capacity building, and policy assistance. This framework can assist rural areas capitalize on their unique natural and cultural qualities to attract tourists, create jobs, and raise living standards. In order to provide an evaluation framework, we offer the idea of synergistic development potential (SDP). A case study to assess the SDP from 2013 to 2022 was chosen in "Southern Shaanxi, in the Qin-Ba mountainous area", a Chinese area wealth in ecotourism materials. To assess the levels of tourist development (TDL), rural development (RDL), and tourism development efficiency (TDE) as well as rural restructuring efficiency (RRE) between 2013 and 2022, a complete index method with 22 indicators were created. Second, the coupling coordination degree model (CCDM) was used to quantify the connection among TDL and RDL among between TDE and RDE. Finally, by combining the coupling coordination degrees of the existing development stages and development effectiveness, the SDP evaluation model was created. In terms of the relationship between development stages and development efficiency, the case study outcome shows that the main stage coordinating counties dominate this region.

In 25 nations, the SDP results also reveal a substantial variation, with 38% of them having lower ability, 49% having moderate ability, and 17% having higher ability. With the help of this study, zoning plans for rural tourism might be theoretically and methodologically supported while providing an intuitive demonstration of the development variations between distinct units.

Key words: Rural development (RDL), Rural restructuring efficiency (RRE), Southern Shaanxi, Sustainable construction, Tourist development (TDL), Tourism development efficiency (TDE),

Received: May, 2024; Revised final: December, 2024; Accepted: January, 2025

* Author to whom all correspondence should be addressed: e-mail: luomuhua138@163.com