

Study on the Promotion of Common Prosperity by Global Tourism from the Perspective of Urban-Rural Integration: the Case of Xiapu County in Fujian Province

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Abstract: Common prosperity is the fundamental goal of socialist modernization with Chinese characteristics after entering a well-off society in an all-round way. Promoting the integrated development of urban and rural areas is an important strategy to achieve the goal of common prosperity. Global tourism breaks the boundaries between scenic spots and industries in the traditional tourism industry, and becomes the fulcrum to drive the integrated development of urban and rural areas. From the perspective of urban-rural integration, it is of great theoretical and practical significance to explore the mechanism and practice of global tourism to promote common prosperity. Relying on high-quality ecological resources and environment, Xiapu County's global tourism has promoted the integrated development of urban and rural areas. However, there are still practical constraints in infrastructure, industrial development and innovation capacity in connection with the goal of achieving common prosperity. The path of global tourism to promote common prosperity should be optimized from five aspects: promoting the free flow of urban-rural factors, planning industrial layout scientifically, promoting the protection of ecological environment, improving infrastructure construction and intelligent service system, and innovating tourism products and creating cultural brands.

1. Introduction

Common prosperity is the fundamental goal of socialist modernization with Chinese characteristics after entering a well-off society in an all-round way. However, the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life has become principal conflict facing Chinese society in the new era. The biggest imbalance is the imbalance in economic and social development between urban and rural areas. The 19th National Congress of the Communist Party of China proposed to establish and improve the institutional mechanism for urban-rural integrated development. Urban-rural integration has become an important strategy for comprehensively promoting rural revitalization and realizing of the goal of common prosperity. Global tourism is a new regional coordination model in which tourism drives the coordinated development of economy and society [1]. It acts as an vital fulcrum that brings opportunities for the balanced development of urban and rural economies. From the perspective of urban-rural integration, it is of great theoretical and practical significance to study the mechanisms and practices of global tourism driving common prosperity for China to move towards common prosperity.

2. Urban-Rural Integration, Common Prosperity, and Global Tourism

2.1 Main Weaknesses Restricting the Integrated Development of Urban and Rural Areas

First, the imperfect policies and institutional barriers lead to the impeded flow of factors between urban and rural areas. In 2021, the urbanization rate of China's registered residence population was 46.7%, far lower than the urbanization rate of 64.72% of the permanent population. The gap

between the two indicators has been widening in recent years. The long-term existence of land transaction barriers has also led to significant differences in the value-added benefits of urban and rural land. For a long time, the economic value of rural collective land is difficult to realize because of its difficulty in entering the market transaction [2].

Second, the production supporting facilities between urban and rural areas are developed inadequately. Rural areas are facing unreasonable transportation layout, weak accessibility to cities, low internet penetration, and imperfect storage and logistics network. In 2022, the internet penetration rates in urban and rural areas in China were 79.8% and 55.9% respectively, indicating a significant gap. Modern agricultural production and storage facilities have not been well established, agricultural production is still small-scale farming. The primary supply of agricultural products is of low added value, and the ability that farmers resist and mitigate disasters is weak. Green ecological development projects such as eco-agricultural tourism and rural pastoral health have not yet formed a linkage development [3].

Third, the irrational spatial distribution of urban and rural industries hinders urban-rural integration. Rural areas urgently need to absorb urban talents, modern science and technology, and financial capital to develop secondary and tertiary industries. However, urban factors fail to fully export to the rural areas. Besides, while selling grain, wood, coal and mineral resources to cities at low prices, rural areas have become the bearers of harmful substances produced in the process of mining and smelting mineral resources. The disharmony of the spatial distribution of urban and rural industries makes it difficult for the two to meet their needs in an interactive way and with equal returns.

Fourth, basic public services and inclusive mechanisms in urban and rural areas have not been fully shared. During the pandemic, rural areas borne a heavy burden of epidemic prevention due to the imperfect medical infrastructure and the inadequate medical personnel. The quantity and quality of rural teachers fall behind those in cities. The gap between urban and rural education resources and learning environment further hinders rural basic education. In rural areas, the cultural cultivation of the elderly, minors and disabled has not been well covered with adequate public cultural products.

2.2 The Internal Relationship between Urban-Rural Integration and Common Prosperity

2.2.1 Urban-Rural Integrated Development is the Key to Driving Common Prosperity

Promoting the common prosperity of all people in China has become an urgent task in the new journey. The biggest development imbalance in Chinese society is the imbalance between urban and rural development. The practice of promoting common prosperity is based on the coordinated development of urban and rural areas. Rural issues remain the most arduous task in the practical process of common prosperity. Thus, the key to resolving the urban and rural socio-economic imbalance is to achieve urban-rural integrated development, making the relationship between urban and rural areas closer and more fair, reducing the urban-rural gap, thereby achieving the goal of common prosperity.

2.2.2 Mechanism for Urban-Rural Integration to Drive Common Prosperity

First, urban-rural integration narrows the income gap between urban and rural residents and drives common prosperity in material life. The large income gap between urban and rural residents is the main obstacle on the way to narrow the income gap in achieving common prosperity. As of the third quarter of 2022, the income ratio of urban and rural residents in China is still as high as 2.57. With urban-rural integration, various factors are mobilized to freely circulate between urban and rural areas, and a unified urban-rural market are constructed. The income of rural residents can be improved through high degree of industrial integration, and thereby narrowing the income gap.

Second, urban-rural integration narrows the gap between urban and rural public services and drives common prosperity in social resources. Rural areas lag behind urban areas in basic public services such as education, medical care, and social security. Urban-rural integration improves the basic public service system of universal coverage, which can promote the unification of urban and

rural basic public service, thereby protecting the rights of rural residents.

Third, urban-rural integration narrows the gap between urban and rural spiritual civilization and drives common prosperity in spiritual culture. By developing rural cultural products, urban-rural integration reallocates cultural resources between areas, meet diversified cultural needs, enhance the cognition of rural culture, break the one-way flow of urban culture to rural areas, make urban and rural cultures complement each other on the basis of cultural diversity.

Fourth, urban-rural integration promotes the co-governance of urban and rural ecological environment and drives common prosperity in ecological civilization. In the practice of encouraging environmentally friendly production technology to flow into the countryside, maintaining rural landscape and ecosystem, and improving the detection of rural environmental pollution to improve the rural tourism value, urban-rural integration ensures that urban and rural residents participate in the common governance of rural ecological environment.

2.3 The Mechanism of Global Tourism Driving Common Prosperity

2.3.1 The Connotation of Global Tourism

Global tourism is a social and economic development model and regional coordination concept formed by taking tourism and its related industries as the leading industry in a certain region, integrating tourism resources, related industries, natural and cultural environment, infrastructure, public services, policies and regulations, management system, and civilization in a comprehensive and systematic way [4]. First, global tourism emphasizes the panoramic space, that is, designing the whole physical region as a tourism destination, to realize the overall optimization of tourism landscape. Second, global tourism emphasizes the “global” nature of tourism elements. It breaks through the boundaries of scenic spots, paying more attention to the optimization of all-around elements and the tourists' sensory experience. Third, global tourism emphasizes the linkage of industries. It integrates all relevant industries in a certain region to serve tourism development, and at the same time driving the transformation and upgrading of other industries through tourism, also advocating the participation of all walks of life to create the best service and experience to tourists.

2.3.2 Global Tourism Fixes the Weak Links in Urban-Rural Integration Development

Global tourism's characteristics of panoramic tourism space, global elements of tourism and industrial linkage are closely related to the promotion of common prosperity. The most important and driving force of the global tourism is in the countryside. More than 70% of China's leisure tourism resources are developed in the countryside. Relying on the countryside as an important spatial unit, global tourism promotes the flow of urban capital, talent, technology, information and other elements to the countryside by guiding rural workers to obtain employment nearby, combining traditional agriculture with diversified modern industries, promoting the improvement of rural infrastructure and public services, and enriching rural spiritual and cultural needs, so as to solve the problem of impeded flow of urban and rural factors, and narrow the gap between urban and rural residents. These practices solve the problems in the process of urban-rural integration development, and ultimately promote the common prosperity. Global tourism, urban-rural integration and common prosperity are interlinked and progressive (Figure 1).

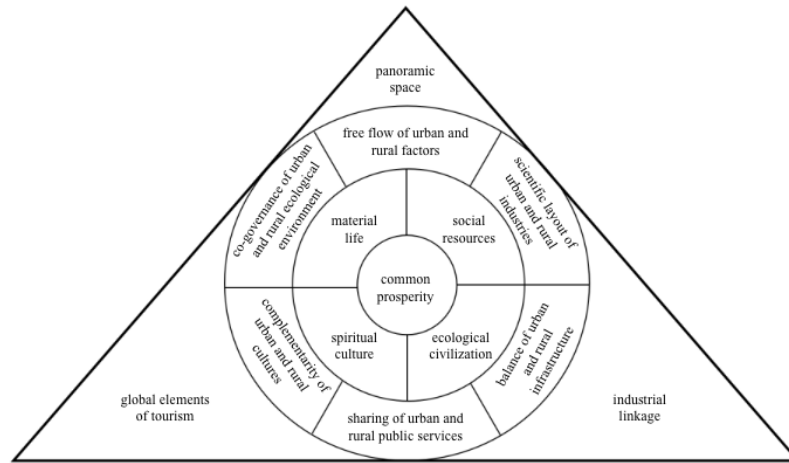


Fig.1 The Mechanism of Global Tourism in Promoting Common Prosperity through Urban-Rural Integration

3. The Practice and Exploration of Rural Tourism Leading Urban-Rural Integration in Xiapu County

3.1 Overview of Global Tourism Development in Xiapu County

County is the major stage to connect urban and rural areas to solve the problems of urban-rural integration, as well as the position for global tourism to promote the socio-economic construction. More than ten years ago, Xiapu was a small county composed of backward fishing villages and deserted islands. For more than a decade, efforts on utilizing mudflat scenery have made Xiapu famous for its photography tourism, while the booming home accommodation industry here has been promoting Xiapu as a popular tourist village. Xiapu promotes the reform experience of “photography+home accommodation”, enhances the construction of home accommodation gathering villages such as Dongbi, Gutong, Meihua, Tingxiayi. By the beginning of 2022, there are more than 400 rural home accommodations in Xiapu County, with nearly 6000 guest rooms, including nearly 50 boutique home accommodations and nearly 1000 guest rooms. All kinds of home accommodations receive more than 500,000 tourists per year, with an annual turnover of nearly 200 million yuan, directly driving employment of nearly 20,000 people here.

The path of Xiapu County from a sleepy barren island to a beautiful village suitable for living and business, and the transformation from ecological resources to realizable value can not be separated from the important driving force: tourism. Narrowing the urban-rural income gap is the key to promoting common prosperity. In recent years, the income gap between urban and rural residents in Xiapu County has continued to narrow (Table 1). The trend is consistent with tourism development, reflecting that tourism promotes balanced urban-rural development and common prosperity.

Table 1 Comparison of Income of Urban and Rural Residents

	Year 2019	Year 2020	Year 2021
Per capita disposable income of urban residents in Xiapu (yuan)	35504(8.7%)	37118(4.3%)	40309(8.6%)
Per capita disposable income of rural residents in Xiapu (yuan)	17772(8.5%)	19286(6.8%)	21696(12.5%)
Income ratio of urban and rural residents in Xiapu	2.00	1.92	1.86

Note: Calculated based on data from Xiapu County Bureau of Statistics

3.2 Analysis on the Conditions for the Development of Global Tourism in Xiapu County

3.2.1 Analysis on Current Regional Conditions

a. Outstanding geographical advantages. Xiapu County is located in the middle of the Yangtze

River Delta and the Pearl River Delta. Xiapu is an important part of the one-hour commute circle of Fuzhou Metropolitan Circle. It is accessible by bullet trains, expressways, national roads, second-class highway, and by both land and water.

b. Superior natural conditions. Xiapu has a subtropical marine climate characterized by mild climate, distinct seasons, sufficient rainfall, and no severe cold in winter and heat in summer. Most livable areas are located in the bay area. The terrain is surrounded by mountains on three sides and facing the sea on one side, which is a good place to see sunrise and sunset. No huge natural disasters used to happen in the history.

c. Rising development trend. In recent years, Xiapu has been actively implementing the rural revitalization strategy, transforming from a traditional fishery production area into a characteristic tourism area relying on mudflat photography, leisure vacation, and boutique accommodation. Xiapu constructs Sansha “light and shadow town” (*Guangying Xiaozhen*) to promote the development of “photography+home accommodation” tourism.

3.2.2 Analysis on Tourism Resources

a. Rich natural landscape resources. Xiapu County makes use of the scenery of shallow sea mudflat, marine pastoral life, nori breeding, sunrise and sunset, island, fishing village settlements to attract a large number of tourists. The terrain makes many villages and towns lie on slopes or cliffs, creating many spots where tourists can overlook the beauty of the sea. A series of sea-viewing home accommodations with a sense of design are developed.

b. Characteristic cultural landscape resources. Coastal defense culture, fisherman civilization, and Buddhist culture and Taoist culture are cultural and religious soul of Xiapu. Various events such as mountain bike races, hiking, leisure sea fishing competitions, and sailing championships lay an foundation for Xiapu to build a maritime sports base.

3.2.3 Analysis on Tourism Market

a. The development trend of tourism market. In post-epidemic era in China, the tourism industry continues to heat up. Domestic tourism, peripheral tourism, short-distance tourism, self-driving tourism, family tourism, ecological tourism become popular. During the 2021 Spring Festival, Fujian Province received a total of 16.1246 million tourists and achieved a total tourism revenue of 6.659 billion yuan. In general, Xiapu has a good prospect of the tourism market.

b. Tourism consumption patterns. In the post-epidemic era, people are more yearning for nature, ecotourism, suburban vacation, and pay more attention to the life concept of sports and health. In the internet era, online retail, live broadcast, “cloud tourism” and online video sharing extend tourism forms. Xiapu coastal tourism resorts also develop coastal products that match tourists’ rising consumption ability, aesthetic level, and expectations on holiday experience.

c. Customer source. The leisure tourism market presents a more normalized and more individual trend. The target market of Xiapu's tourism can be divided into three levels: the primary market composed of tourists from Fujian, Zhejiang, Shanghai and other surrounding economically developed areas; the secondary market composed of provincial and municipal tourists with strong demand for coastal tourism, like Jiangxi, Jiangsu, and Guangdong; the tertiary market consisting of Beijing and other areas relying on Fujian Province's cooperation in tandem scenic spots.

3.2.4 Analysis on Government Support

2021 is the first year of the Chinese 14th Five-Year Plan. Policies at both national and provincial levels strongly promote the upgrading of the service industry to high quality and diversification, and support the development of marine tourism, ecotourism, cultural tourism, low-altitude tourism and other new forms of tourism. Xiapu County also issued documents like *The Implementation Opinions on Supporting the Development of Rural Home Accommodation*, *The Evaluation Standards for Home Accommodation*, etc. that point out the direction for the follow-up projects.

3.2.5 Analysis on Supporting Infrastructure

Relying on the beautiful coastal landscape resources, Xiapu constructs Sansha highway

transportation, “Donghai No.1” Dongchong Peninsula scenic sightseeing road and other traffic networks. A number of cyberstar attractions, such as Guangying Plank Road, Haiwei Cape, Danwan Posthouse, Xinghe No. 1 RV Camp are also built. They promote tourism to change from single sightseeing to leisure and vacation, and from scenic spot tourism to global tourism.

3.3 The Internal Logic of Xiapu County's Global Tourism Leading to Urban-Rural Integration

3.3.1 Global Tourism Breaks the One-Way Flow of Factors and Promotes the Integration of Urban and Rural Factors

The first is the integration of rural resources and urban capital, talent, and technology. The founder of Yucun Banshe home accommodation is a college teacher of hotel management in Zhejiang Province. He brought the advanced management concept and team members from Zhejiang to Sansha Town. With his own capital of more than 15 million yuan, he transformed the hollow village, which had been abandoned for more than 30 years, into the first local home accommodation that integrates tea room, cafe, bar, swimming pool, restaurant and parent-child recreation room together. The second is the integration of entrepreneurship in rural areas and local employment. Most of the cooks, cleaning staff and electricians of home accommodations are local villagers. Over the years, Xiapu home accommodations have created nearly 20,000 job opportunities. Local employment reduces the one-way flow of rural labor force to cities. The third is the integration of rural-side supply and urban-side demand. Some boutique home accommodations mainly target at urban residents with high income and consumption by providing high-end customized private services. At the same time when urban people's rural consumption demand is stimulated, the increased home accommodation products' added value can be shared by rural labor force, which reduces the urban-rural income gap.

3.3.2 Global Tourism Upgrades Rural Industries and Narrows the Industrial Gap between Urban and Rural Areas

Xiapu County has fully released the driving force of tourism industry on catering, hotels, home accommodation, transportation, e-commerce and other related industries. While boosting the promotion of global tourism brands and expanding local influence, the demand for Xiapu's characteristic agricultural product is generated, promoting the quality and efficiency of local first and second industries. By the first three quarters of 2022, the proportion of the three major industrial structures in Xiapu was 21.8 : 35.6 : 42.6, more balanced than before. Global tourism in Xiapu County promotes the integrated upgrading of the primary, secondary and tertiary industries, improve the internal structure of rural industries, drives the industrialization of the rural economy, reduces the urban-rural industrial gap.

3.3.3 Global Tourism Forms Livable Villages and Guides the Co-Governance of Urban and Rural Environment

The development of global tourism in Xiapu County is inseparable from the construction of infrastructure such as plank roads, port roads, self-driving tour bases, and expressway service areas. At the same time, Xiapu County's progress towards a global tourism demonstration area greatly improves the entire human settlements and infrastructure. Xiapu improves the quality of tourism by increasing investment in infrastructure construction and ecological environment optimization, carrying out comprehensive treatment of the ecological environment like facade and water tower reconstruction, disorderly construction and renovation, green belt construction, creating 244 provincial “green villages”. By effectively improving the local livable environment, it also unifies rural residents' demand for improving environmental living with urban residents' demand for tourism, guiding the co-governance of environment.

3.3.4 Global Tourism Activates Rural Culture and Realizes Cultural Complementarity between Urban and Rural Areas

Regional culture makes tourism products more vivid, differentiated and competitive. On the one hand, global tourism promotes Xiapu's local culture. Xiapu County has promoted the cultural industry model of "ancient villages+cultural and creative", combined the elements of natural scenery, historical culture, fisherman's characteristics, coastal defense culture to create a batch of cultural ancient villages, museums, parks and souvenirs to create interactive experience and science popularization. On the other hand, global tourism brings cyberstar consumption as a new cultural support. The home accommodation industry, which was originally dependent on tourism and photography, has gradually changed to a conscious "independent" operation. Local home accommodation operators, while actively using Tiktok, Weibo, Xiaohongshu and other online platforms and big data means to strengthen interaction with the outside world and raise their own influence, also absorb the constantly updated consumer culture to comply with the market operation, and develop personalized online cafe, characteristic ice cream house, bar, leisure book bar and tea room that fit their respective themes. They also update the management concept according to the feedback of urban residents, and realize the integration of traditional and modern culture, as well as the complementarity of urban and rural culture.

3.3.5 Global Tourism Improves Rural Public Services and Promotes the Integration of Urban and Rural Systems

Ningde Municipal Bureau of Culture and Tourism provides strengthening financial services for home accommodation enterprises, creating characteristic loans such as "home accommodation loans" that encourage financial institutions to innovate financial products that alleviate financing difficulties for local operators. In addition, Xiapu relies on local vocational technical secondary school to regularly organize vocational skills training, entrusts the county tourism association to carry out the housekeeper training activities on a quarterly basis, and establishes the first home accommodation industry association to irregularly organize activities such as interregional industry exchange seminars. The improved training mechanism in rural areas promote the equalization of urban and rural education resources.

4. Realistic Constraints of Xiapu Global Tourism to Promote Common Prosperity

4.1 Infrastructure Constraints: Difficulty in Optimizing Resource Allocation

First, the infrastructural facilities are imperfect. The entire tertiary industry is still dominated by primary commerce and trade. Structural weaknesses such as unsound social service system remain. Second, land transportation is restricted. Some home accommodations are built in remote mountainous areas in pursuit of the ultimate scenery, which greatly affect tourists' traffic experience. The lack of land available for construction due to the long coastline also causes the restrictions for further development. The third is the lack of high-quality supporting facilities. There is a lack of conference reception facilities with a certain scale and high service quality. Besides, many scenic spots are intertwined with rural towns. Tourists' leisure and holiday atmosphere and residents' living experience are not well coordinated.

4.2 Industrial Development Constraints: Insufficient Brand Building

First, leisure tourism's consumption driving capacity is limited. Xishan, Xiaohao, Huazhu, Nantaimu, Dongbi and other photography sites are mostly developed in a primary way as basically tourists' sightseeing photography, failing to fully drive tourism consumption. Second, a diversified leisure and holiday product system has not been formed. The activities here lack distinctive aquatic products, and a sufficient extension to high and low altitude, sea surface, and islands. Third, the local tourism products stay in the traditional sightseeing, accommodation and catering. Natural resources of Fenghuo Island and the unique religious connotation of Nantaimu have not been integrated into the tourism system. Fourth, there is a lack of "migrant" tourism products that can allow tourists to stay for a relatively long time. The local night economy like night market has not yet started. Most scenic spots are not connected into a high-quality tourist route that plays the

complementary effect of tourism products and attract tourists to stay here for days.

4.3 Restriction of Innovation Ability: Lack of Professional Operation

One is the lack of operation management talents. The daily operation of home accommodations in Xiapu are mostly operated by families. In addition, since the low and high seasons have significantly different impact on the operation of home accommodation, the operation lacks long-term stable labor force. The local home accommodation generally relies on summer workers and college student volunteers to survive the high seasons. The second is the lack of professional publicity team. On the one hand, Xiapu mudflat photography base mainly relies on the government's publicity on traditional and official channels such as television, news, newspapers. It is difficult to attract tourists other than professional photographers to come to travel. On the other hand, though here are many local accommodations like “Shijianhai” that operate multiple accounts at the same time, such as WeChat official account, Tiktok account, Xiaohongshu account, other home accommodation operators are mostly local fishermen, with a low level of education, it is difficult for them to use new media to attract new guests and expand market influence.

5. The Path Optimization of Xiapu County's Global Tourism to Promote Common Prosperity

5.1 Promote the Free and Orderly Flow of Urban and Rural Factors

5.1.1 Establish a Fund Guarantee System and Activate the Rural Capital Market

First, rural financial institutions are encouraged to launch financial products in a planned and accurate manner to provide sufficient financial support for tourism in the whole region. Second, local government should formulate preferential and feasible investment policies to guide more investors to invest in Xiapu. Giving full play to the role of financial factors in can help raising tourism productivity and consumption potential across the urban-rural region.

5.1.2 Grasp the Key Elements of Talents and Promote the Flow of Talents in Urban and Rural Areas

On the one hand, efforts should be made to train tourism practitioners with high quality and skilled talents urgently needed by the market. On the other hand, preferential policies to attract capable tourism enterprises to invest and bring advanced management talents should be adopted. By matching talents across the region, the role of talent factors as a link of urban and rural areas can be played.

5.2 Scientifically Plan Industrial Integration Layout with Characteristic Industries as a Support

5.2.1 Make Use of the Uniqueness of the Existing Business Forms and Vertically Explore the Industrial Potential Space

Photography industry can take advantage of the local characteristics of multiple angles and long viewing time to new photography sites, especially “first-time photographer” scenic spots, so that non-professional photography can be easier and more interesting. Combining the existing seascape home accommodations with mudflat photography can also improve the economic benefits of the existing industry.

5.2.2 Create “Tourism+” New Projects, and Horizontally Lead the Integrated Development of Multiple Industries

First, create a “tourism+culture” project by promoting the brand of coastal defense culture and fisherman migration culture. Second, create “tourism+education” project by combining tourism with interactive experience, courses and popular science. Third, create a “tourism+sports” project by combining tourism projects and sports events with health care. Forth, create a “tourism+food” project by making use of the advantages of the ocean fishing industry, and highlighting the advantages of local seafood delicacies by shaping the new concept of food consumption such as

health preservation and nutrition and creating the original food brand. The integration of “tourism+” business forms enrich holiday products and meet the needs of different groups, providing the industrial support for urban-rural integration.

5.3 Grasp the Core of Resources and Promote Ecological Environment Protection

5.3.1 Protect Land Resources

Clarify the planning standard of construction land. The basic protection red line of farmland, land and sea should be strictly preserved. It is prohibited to carry out various development activities that do not conform to the main function positioning, in order to minimize the negative impact of construction land on the ecological environment.

5.3.2 Create a Livable Environment

Improve the regional ecological environment and the overall holiday atmosphere. In combination with the intelligent protection system, establish different protection regulations and implementation plans according to local conditions, and establish an effective ecological environment protection mechanism by classification and zoning. Reduce human interference and damage, realize the protection of tourism resources and sustainable development of tourism in Xiapu.

5.4 Improve Infrastructure Construction and Intelligent Service System

5.4.1 Combine the Global Tourism with the Improvement of Rural Infrastructure

First, improve the infrastructure of the existing service system. By building conference reception facilities that meet the diversified reception needs. By reasonably planning the transportation network that connects scenic spots in Xiapu with the resort. Secondly, establish supplementary supporting facilities. Build a larger port that promotes population concentration, carries out foreign trade and provides comprehensive services for surrounding industries.

5.4.2 Accelerate the Digitization and the Construction of Smart Tourism System, and Improve Rural Informatization

To realize the transformation of traditional leisure tourism, intelligence, digitalization and informatization should be integrated. Pay more attention to embedding digital and intelligent tourism system in creating tourism product. Encourage rural spots to popularize 5G applications. Build a big data cloud platform to meet the needs of the government, operators and tourists in decision-making guidance and information search. Use smart tourism to realize the informatization of rural production, operation, and management, leading agricultural and rural modernization.

5.5 Innovate Industrial Culture and Create Cultural Brands

5.5.1 Pay Attention to the Richness of Tourism Products and Tourism Brands

Develop the night economy and create a main product system that can meet the needs of most overnight tourists. Create diversified and experiential tourism themes that can meet the needs of different people, such as health care tourism, conference tourism, parent-child themed tourism, and sports and fitness tourism. Promote cross-border integration of health tourism, tea tourism, agricultural tourism, fishing tourism, etc. By innovating tourism themes and products, effectively extend the tourism industry chain and improve the related industries' economic efficiency.

5.5.2 Increase Brand Building

In addition to enhance existing brands, it is also necessary to build cultural brands. Integrate coastal defense culture, fisherman culture, South Taimu culture into festival performance activities, film and television shooting, create a unique cultural IP, and combine 3D interaction, VR experience and other digital technologies to enhance tourists' interactive experience. Broaden the channels of tourism brand publicity, and explore new ideas based on both traditional media and new media such as short video and live broadcast. The construction and publicity of the brand can enhance the attraction of tourism consumption and investment, which promote two-way flow of

urban and rural factors.

6. Conclusion

Urban-rural integration plays an important role to achieve the goal of common prosperity in China. Global tourism drives the integrated development of urban and rural areas because of its characteristics of panoramic space, global elements of tourism and industrial linkages. Besides the theoretical mechanism, the practice of global tourism in Xiapu also examines the effectiveness global tourism promotes common prosperity through urban-rural integration. Aiming toward existing constraints in the practice, the paths of global tourism to promote common prosperity are advised from five aspects: promoting the free flow of urban-rural factors, planning industrial layout scientifically, promoting the protection of ecological environment, improving infrastructure construction and intelligent service system, and innovating tourism products and creating cultural brands.

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