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How to develop sustainable rural tourism in China ?A P erspective on Changes of Rural Tourism Policy Documents --Manuscript Draft--

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Response to Reviewers:	<p>Dear professor, we appreciate the opportunity to revise our work. We've tried to keep the similarity below 12%.</p> <p>We greatly appreciate you for your efforts in enhancing the quality of the manuscript and hope that the above revisions satisfactorily address your concerns.</p>

How to develop sustainable rural tourism in China?

A Perspective on Changes of Rural Tourism Policy Documents

ABSTRACT: The development of China's rural tourism industry has been influenced by the country's rural tourism policy. This study collected national-level rural tourism policy documents issued and constructed a "subject-instrument-target" policy analysis framework to quantitatively analyze them to reveal how China can develop rural tourism. According to the findings, China's rural policy is multi-departmental and polycentric. Leading forces in the growth of the rural tourism sector have included the State Council, the Ministry of Agriculture, and the China's departments responsible for formulating policy are gradually becoming more coordinated. Incentives and instruments for building capacity have been employed the most frequently among the various policy instruments. However, in order to accommodate the various stages of rural tourism growth, policy instruments should be adjusted. Based on the five targets of China's rural revitalization, the main goal of promoting rural tourism has been to create thriving enterprises. Social etiquette, effective governance, and civility are gradually gaining attention in rural tourism communities. The study contributes to a better understanding of how to develop sustainable rural tourism in China by comprehensively analyzing the development of rural policies, the issuing departments, policy instruments, and policy targets.

KEYWORDS: Rural tourism policy, Rural sustainability, Policy development, Rural revitalization, policy targets

Data availability statements: The datasets generated during and/or analysed during the current study are available from the corresponding author on reasonable request.

1. Introduction

Rural tourism is a crucial tool for achieving rural revitalization since it has the broad-reaching effects of improving the rural environment, enhancing residents' quality of life, advancing economic and social development, and promoting poverty alleviation in underdeveloped areas (Mandić & Petrić, 2021; Uduji, et al., 2020; Yang et al., 2021).

1 Since the 21st century, rural tourism in China has grown rapidly with the guidance of
2 tourism policies, which has protected many traditional villages for sustainable
3 development and promoted the revitalization of China's poorer villages. (Qin et al.,
4 2019; Li et al., 2021). China's rural tourism revenue reached 630 billion RMB, despite
5 a 47.82% decrease in rural tourism arrivals in 2021 due to COVID-19. Rural tourism
6 has become an important practitioner to the five targets of China's rural revitalization:
7 "thriving businesses, pleasant living environments, social etiquette and civility,
8 effective governance, and prosperity", making an important contribution to the total
9 elimination of poverty in China by 2020 (Li et al., 2021; Yang et al., 2021). However,
10 the rapid development and economic orientation of rural tourism in China have also
11 caused problems that cannot be ignored. The lack of cultural connotation in villages
12 leads to serious homogenization of tourism products, forming the scene of sleeping in
13 the car and shopping under the car (Weng et al., 2021). Ambiguous systems and lax
14 supervision make the rural tourism market sloppy management, leading to increased
15 complaints and low satisfaction among rural travelers (Sun et al., 2021). Rural tourism
16 product upgrading, development quality, and efficiency issues have become the most
17 prominent problems, seriously limiting the social sustainable development of rural
18 tourism (Yao et al., 2021; Weng et al., 2021). Problems with rural tourism have
19 accumulated over time, and the government has actively introduced rural tourism
20 policies to ensure its sustainable development. To provide insights into the sustainable
21 development of rural tourism, it is necessary to first investigate the traits of various
22 stages of rural tourism development in China.

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40 The policy is an effective means of solving macro-industrial problems and better
41 reflects the state's governing philosophy (Mbaiwa,2005; Lak et al., 2021; Lu et al.,
42 2021). Therefore, tourism policy can analyze how the country develops tourism (Lak
43 et al., 2014; Qin et al., 2019; Torkington et al., 2020). In the development of rural
44 tourism, rural tourism policy has also been guiding the development of it (Gajić et al.,
45 2018; Yao et al., 2021). Rural tourism policy is a series of guiding ideas for rural
46 tourism development formulated by the state or local authorities according to the
47 development stage and needs of the destination under legal procedures, such as
48 published in the form of laws, bulletins, decisions, opinions, and notices (Bramwell,
49 1991; Hwang et al., 2015). The Chinese government has issued a series of rural tourism
50 policies to address sustainable rural tourism development problem, including rural
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1 tourism talent training, case experience sharing, tourism special funds subsidy, and tax
2 deduction (Atun et al., 2019; Lu et al., 2021; Liu et al., 2021;). However, the past policy
3 was based on guiding recommendations for creating tourism products, and less
4 consideration of tourism market demand, resulting in an unbalanced supply of rural
5 products (Ma & Su, 2019; Yao et al., 2021). Since 2020, The Chinese government has
6 issued policies to promote the reform of the rural tourism industry, including
7 *"Strengthen the Integration of Tourism Resources and Promoting leisure Agriculture*
8 *and Rural Tourism"* (2020), *"Opinions on Accelerating Agricultural and Rural*
9 *Modernization by Comprehensively Promoting Rural Revitalization"* (2021) and *"The*
10 *National Standardization Development Outline"* (2021). The government has pointed
11 out to promote the construction of rural tourism and the integrated development of rural
12 agriculture to improve the form of product supply. These policies continue to guide the
13 development of China's rural tourism, indicating that rural tourism policy can serve as
14 an effective document for measuring how China develops rural tourism.
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China's rural tourism has made remarkable achievements and contributed to sustainable rural development, the policies research should follow the pace. China's socio-economic development is subject to strong government intervention (Lu et al., 2021; Zhai & Shi, 2022). Through the analysis of rural tourism policies, the Chinese government's logic and targets in developing the rural tourism industry can be identified. For instance, the change characteristics of policies can reflect the importance and preference of the Chinese government for different dimensions of rural tourism development (Ma & Su, 2019; Xu & Sofield, 2016). Therefore, this study adopts a quantitative analysis of policy documents to analyze China's rural tourism policies in terms of policy subjects, policy instruments, and policy targets. Specifically, the study focuses on two research questions: (1) what policies China has implemented to develop sustainable rural tourism? (2) Are there any problems with the current policy formulation and what are the optimization measures? The study aims to contribute to the understanding of the policy practice process of sustainable development of rural tourism in China.

This study is organized as follows: the second section is a review of the literature. The data sources and study design are introduced in the third section. The development of the issuing department, the instruments, and the targets of China's rural tourism policy are all examined in the fourth section. The fifth section summarizes the

1 development features of China's rural tourism policy and policy Implications are
2 proposed.
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4 **2. Literature Review**

5 **2.1 Tourism policy in rural areas**

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7 Rural tourism has always been an emphasized area in the tourism industry, mainly
8 including policy designation (Bramwell,1991), evolutionary stages(Ma & Su, 2019; Xu
9 & Sofield, 2016), and policy instruments application(Aytu ğ & Mikaeili, 2017;
10 Torkington et al., 2021), and then exploring how to effectively guide rural tourism
11 sustainable development (Hyytiä & Kola, 2013; Liu et al., 2020). Many countries have
12 implemented many rural tourism policies to promote rural revitalization. Since 1991,
13 when the EU proposed the Joint Action Program for the Development of Rural Areas
14 and started implementing the Common European Agricultural Policy (CAP), scholars
15 have been using policy instruments to analyze the typology of rural tourism policies in
16 various EU countries (Lefebvre et al., 2015; Ionel, 2013). However, China's rural
17 tourism policy was implemented late. China issued the "Guidance on Promoting Rural
18 Tourism Development" in 2006, which marked the rapid development of rural tourism
19 in China (Li et al., 2019). In 2013, The promulgation of the "China Tourism Law"
20 marked a new stage in the management and prosperity of rural tourism. The guidance
21 and guarantee of policy is an important guarantee for China from becoming a tourism
22 powerhouse (Liu et al., 2020; Zhai & Shi, 2022. Li (2019) and Ma (2019) found that
23 China's rural tourism policy has gradually increased in intensity since 2005, and can be
24 divided into the policy budding period, the vigorous development period, and the
25 transition and acceleration period. Previous research on Chinese rural tourism policy is
26 more practice-oriented and fragmented, such as the division of simple development
27 stages and the lack of a theoretical perspective to generalize policy targets (Li et al.,
28 2019; Yao al., 2021; Zhangt al., 1999). This has led to inconsistent results by different
29 scholars and has prevented further advancement of theoretical research on China policy
30 instruments (Liu et al., 2020; Yao al., 2021). Therefore, the analytical framework needs
31 to be constructed based on the context of rural tourism in China.
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35 Regarding the research perspectives of tourism policy, researchers tend to analyze
36 from a specific direction. This mainly includes the rural tourism policy system (Gajić
37 et al., 2018; Yao et al., 2021), policy effectiveness (Hwang & Lee, 2015; Qin et al.,
38 2019), and top-level policy design (Chen, 2020) . The analysis of policy change
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1 characteristics from an ephemeral perspective is gradually becoming mainstream,
2 which can better overcome the subjectivity in the analysis of policy evolution (Yao et
3 al., 2021). Scholars have combined the temporal cross-sectional analysis method with
4 the framework of policy change analysis, which makes the analysis of policy content
5 clear (Rothwell,1985; Wei et al., 2019). Wei et al., (2019) found that China's rural
6 tourism policy is dominated by structural coercive instruments transformed into
7 interactive influence instruments, with a relative lack of use of contractual economic
8 instruments. This method is worth further optimization. Previous studies lack a
9 comprehensive consideration of China's special context and policy targets, especially
10 since the five targets for rural revitalization proposed by China have become a guide
11 for the development of rural tourism (Yang et al., 2021). Faced with a complex rural
12 tourism development environment, diverse policy instruments may be an important
13 measure to ensure sustainable regional development (Fleischer & Felsenstei, 2000; Qin
14 et al., 2019). Therefore, how to combine policy instruments with the rural tourism
15 development in China is the direction of consideration in this study. This study analysis
16 Chinese rural tourism policy documents by constructing the analysis framework of
17 policy instruments and policy targets through the paradigm of policy change. In
18 addition, policy issuing departments were analyzed to quantify the level of cooperation
19 and tacit understanding between government departments. These can make a more
20 comprehensive analysis of the rural tourism policy documents.

2.2 Policy instruments

21 Policy instruments are methods, paths, or certain measures used by policymakers
22 to achieve one or more policy targets (McDonnell & Elmore,1987; Shen et al., 2016).
23 The core element is the classification and characterization of policy content to
24 facilitating the transformation of policy intentions into specific management behaviors
25 (Gilbert,et al., 2018; Shen et al., 2016). The rational use of policy instruments can
26 effectively promote the consistency between policy subjects and policy targets
27 (Howlett,1991; Janssen et al., 2021). Policy instruments better reflect the government's
28 governance philosophy and have a strategic guidance role in promoting industrial
29 development, which has been widely used in the fields of education, energy and
30 economics to deconstruct and analyze its policy subjects and policy targets (Acciai et
31 al, 2021; Pitelis et al., 2020; Xie et al, 2021).

1 The classification of policy instruments is the basis to establish a scientific
2 dialogue, and different types of instruments construct different policy discourses
3 (Hoppmann et al, 2013; McDonnell & Elmore,1987). There is also no uniform
4 classification standard for policy instruments. In terms of government intervention,
5 policy instruments can be classified as voluntary, hybrid, and mandatory instruments
6 (Hood & Margetts, 2007). Helpmann (2013) classifies policy instruments into three
7 main dimensions, namely, strategic, integrated, and basic, according to the differences
8 in their role dimensions. The most classical classification, developed by Rothwell &
9 Ziegfeld (Rothwell,1985), is based on the impact of the policy instrument and the laws
10 of market operation, which are divided into supply-based instruments, environment-
11 based instruments, and demand-based instruments. However, this classification is
12 broader and more applied to the practical field, and the differences between policy
13 instruments are smaller (Xie et al, 2021). Therefore, clear policy instruments reflect the
14 national targets and determination for the development of the industry. The policy
15 instrument analysis framework enables a detailed analysis of policy documents and thus
16 unearths the policy implications hidden behind the policy literature (Janssen et al, 2013;
17 Xie et al, 2021). The frequency of use of different policy instruments also reflects the
18 government's value orientation (Janssen et al, 2021). Policy instruments vary widely in
19 classification due to different classification logics. Therefore, researchers should select
20 them according to specific research questions, and then construct analytical frameworks
21 (Acciai et al, 2021; Howlett, 1991). With due consideration of the characteristics and
22 theoretical applicability of rural tourism policy, Donnell's (1987) policy instrument
23 analysis framework can provide a comprehensive analysis of rural tourism policy in
24 China (McDonnell & Elmore, 1987). It is divided into five policy instruments:
25 authoritative instruments, incentive instruments, capacity-building instruments,
26 symbolism and exhortation instruments, and system change instruments, which is more
27 specific. This allows for a more detailed delineation of policies so that it can be
28 analyzed how they guide the sustainable development of the tourism industry in China.
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51 **3. Data and methodology**

52 **3.1 The data**

53 The data are policy documents issued by the Chinese central government or
54 directly affiliated departments in the rural tourism industry. China began to pay
55 attention to the development of rural tourism when the nation entered a period of rapid
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1 development of rural tourism at the end of 2005 (Wei et al., 2019; Yao et al., 2021).
2 Therefore, the policy documents of the rural tourism industry from January 2006 to
3 December 2021 are selected, and the perspective of quantitative analysis of policy
4 documents is adopted to explore the phase characteristics and laws of rural tourism
5 industry policies.
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9 The steps to collect policy documents are as follows: (1) Collection scope and
10 objects: Using "rural tourism" and "village tourism" as keywords, collect policy
11 documents related to rural (village) tourism development published on the official
12 websites of Chinese central government departments, including the Ministry of Culture
13 and Tourism (MCT) , the Central People's Government, the former Office of the
14 Leading Group for Poverty Alleviation and Development under the State Council
15 (hereinafter referred to as the State Council Poverty Alleviation Office), Ministry of
16 Finance, Ministry of Agriculture and Rural Affairs (MARA), Ministry of Housing and
17 Urban-Rural Development, Ministry of Commerce, Ministry of Ecology and
18 Environment, State Forestry and Grassland Administration (the former National Park
19 Administration), Ministry of Natural Resources, Ministry of Water Resources. The
20 sample selection time was from January 2006 to December 2021; a total of 266 items
21 of initial rural tourism policy documents were obtained. (2) Screening of valid samples:
22 Documents that only mentioned words such as "rural tourism" and "agricultural
23 tourism" without substantial content and duplicate policy documents were excluded. (3)
24 Temporary work guidance documents were eliminated.
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38 According to the above-mentioned sample screening criteria, the sample
39 documents collected in this study were carefully screened and data cleaned, and a total
40 of 180 valid rural tourism industry policy documents were obtained. Combined with
41 the previous research results on rural tourism industry policies and the current situation
42 in China, the phased characteristics of rural tourism policy in China are divided into
43 three development stages: 2006-2010; 2011-2015; 2016-present (Wei et al., 2019).
44 Then, as shown in the figure 1, according to different development stages to analyze
45 the corresponding policy subjects, the proportion of policies and dimension
46 characteristics of policies, finally get the policy characteristics and policy implications
47 of rural tourism development in China.
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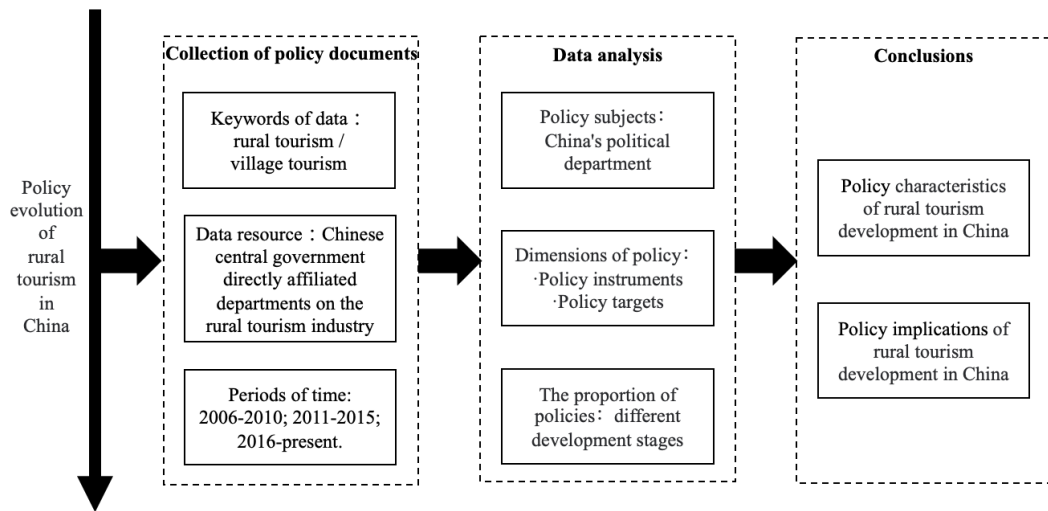


Fig.1 Research design

3.2 The methodology

3.2.1 Content analysis

Content analysis is a type of semi-quantitative analysis that assign scores to text in certain rules to analyze the characteristics using statistical methods, which overcomes subjectivity and uncertainty that arise in qualitative analysis (Merkens, et al, 2004; Neuendorf, 2017). The qualitative analysis software Nvivo was selected to analyze the policy documents to extract the theme, content, and correlation of the policy documents, and analyze the rural tourism policy system. According to the principle of "closely related to the development of rural tourism", we further identify and classifies the content of the policy documents, and then analyze the policy development from the perspectives of policy instruments and policy targets.

3.2.2 Policy instruments and targets analysis framework

The theory of public policy holds that in formulating and implementing policies, the policy subjects must be combined according to the objective relations between policies, to form policy synergy, complement each other in function and bring into play the ideal policy effect (Anyebe, 2018). Therefore, a reasonable policy requires policymakers to analyze the policy objectives and potential utility objects of the policy (Veenhoven, 2002) . The use of policy instruments depends on the target of the policy, and whether the policy targets are met can test whether the policy instruments are reasonable (Schneider & Ingram, 1993) .

Based on the analysis of policy documents, this study explores the policy instruments and targets of rural tourism through semi-quantitative analysis to test the

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rationality of rural tourism industry policy in China. The analysis framework will be constructed together with the policy documents, and the policy instruments and targets are as follows :

3.2.2.1 Policy instruments

Policy instruments are means to achieve policy targets. Correct selection and scientific design of policy instruments are the basic guarantees for the realization of policy targets. Based on McDonnell and Schneider's theory of policy instrument analysis. From the perspective of policy situation, policy instruments are divided into five categories: authoritative instruments, incentive instruments, capacity building instruments, symbolism and exhortation instruments, and system change instruments (McDonnell & Elmore, 1987; Schneider, 1990).

The authoritative instruments are mandatory provisions made by the government based on the coercion and authority of its power, using laws, administrative means, and controls, on the behavior of policy objects and executors, including redistribution of responsibilities and supervisory control.

The incentive instruments through differentiated reward and punishment mechanisms motivate policy objects and executors to achieve expected policy targets, including adjustment of taxes and fees, policy experiments and pilots, and increased project construction.

The capacity-building instruments are policies that enhance the capacity of an individual or institution to act by injecting new or additional funding or other resources to enable it to take certain actions, including human resources development, technology construction, and capital investment, and cooperation and exchanges.

The symbolism and exhortation instruments guide policy objects and executors to take relevant actions through strategies of value advocacy, identification, and assimilation, including target planning, advocacy, and guidance. It is a persuasive policy that provides guidelines for the actions of individuals or institutions.

The system change instruments impede policy implementation by creating new organizations, abolishing, or merging existing organizations, and redefining functions that alter existing resource allocation and organizational structures, including development mode, social distribution mode, and management mode.

3.2.2.2 Policy targets

The development of the rural tourism industry is target-oriented, and its targets also guide the development of rural tourism. Based on the specific situation of rural

1 tourism development in China, this study identifies the policy objectives through the
2 analysis of the rural vitalization strategy in the report to the 19th National Congress of
3 the CPC. The report states that we must prioritize the development of rural areas with
4 thriving businesses, pleasant living environments, social etiquette and civility, effective
5 governance, and prosperity.
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9 Thriving businesses are a cornerstone, belong to a prosperous industry developing
10 modern agriculture is the most important content, is focused on by-products, technology,
11 system, organization, and management innovation (Han, 2019).
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14 A pleasant living environment is guaranteed of improving the quality of rural
15 development. It advocates preserving the rurality, protecting the rural ecosystem, and
16 controlling the rural environmental pollution, to realize the harmonious coexistence of
17 man and nature, and make the rural environment more beautiful (Liu, et al., 2020) .
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20 It is also important for the construction of social etiquette and civility (Chen, 2020),
21 which not only promotes the development of rural culture, education, medical care, and
22 health but also promotes the core socialist values and good rural customs such as
23 honesty and trustworthiness.
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26 It is worth mentioning that effective governance is the core. The more effective
27 governance is, the better the implementation effect of the rural revitalization strategy
28 will be. It is essential to improve the rural governance system, enhance the capacity of
29 rural grassroots work, strengthen the construction of rural grassroots Party
30 organizations, promote the practice of villagers' self-governance, and build a safe
31 countryside (Chen, 2020; Yin, et al., 2022) .
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34 Prosperity is the goal, and the implementation effect of the rural revitalization
35 strategy should be evaluated by the level of living well of farmers (Liu, et al, 2013).
36 Thus, it is necessary to maintain the rapid growth of farmers' income, reduce the Engel
37 coefficient of rural residents year by year, and continue to reduce the gap between urban
38 and rural residents and the rich and poor, so that to achieve the goal of common
39 prosperity.
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42 Therefore, the policy objectives can be divided into five dimensions: thriving
43 businesses, pleasant living environments, social etiquette and civility, effective
44 governance, and prosperity. As shown in Figure 2, This study analyzes how policies
45 support the development of the rural tourism industry with the help of policy targets
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and policy instruments, and then discusses the current situation of the current policy development in combination with the international background.

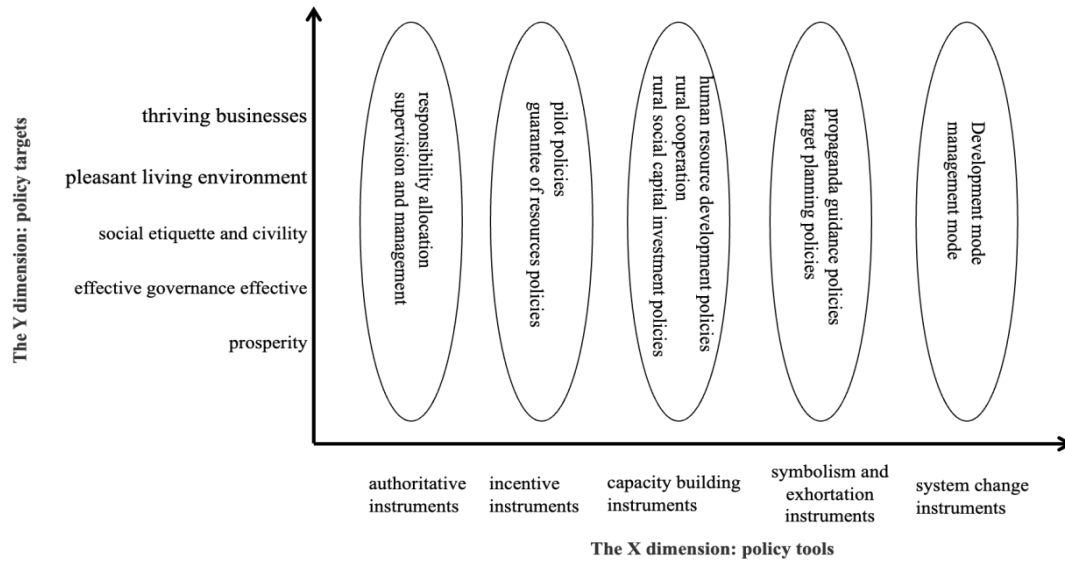


Fig.2 Policy analysis framework of the rural tourism industry

4. Data analysis: Analysis of the policy change of the rural tourism industry from the perspective of policy instruments

4.1 Centralization: An analysis of the change of policy subjects in the rural tourism industry

The research analyzes the subjects and characteristics of rural tourism policies through social network analysis software (Fig.3). Each node in the figure represents different policy subjects, and the number and thickness of lines between nodes indicate the frequency of cooperation between different subjects in policies (Scott, 2011).

The policy of the rural tourism involves many departments and diversified fields. The State Council, MCT, and MARA are the core subjects in each stage. The State Council is the leader of the joint publication, indicating that the country attaches great importance to the rural tourism industry at the strategic level. MARA and MCT are the main managers and coordinators of the rural tourism industry, indicating that rural tourism has a position in each department. The Ministry of Transport and the Ministry of Urban-Rural Development are implementers in the rural tourism industry and guarantee the construction of rural tourism infrastructure.

In terms of the number of policies, there were 10, 17, 28, and 20 policy subjects from 2006 to 2021, which covered agriculture, tourism, transportation, environment, finance, and other fields. It shows that the complexity and integration of the rural tourism industry need the coordinated development of multiple departments. The evolution of the number of policy subjects also shows the importance of the government

and the distribution of responsibility. From 2006 to 2017, the increasing number of subjects of policy publications indicates that the government attaches great importance to the rural tourism industry. However, in 2018, the number of subjects of policy publications changed from 29 to 20, which is due to the adjustment or merger of responsibilities and units of various administrative departments in the reform of the Chinese government in 2018. For example, the former Culture Administration and the former Tourism Administration were merged into MCT. The reform of police departments and the redistribution of responsibilities also show China's commitment to reform.

From the perspective of rural tourism policy publications, it can be found that it presents the characteristics of non-single centers through an in-depth analysis of the inter-subject relationship of central-level publications. As can be seen from the figure, The State Council, MCT, and MARA are the core nodes in the publication network. From the overall network density, the network densities of the four stages were 0.55, 0.78, 0.76, and 0.81, respectively, indicating that the distribution of institutional relations on rural tourism policy published at the central level was not simply concentrated on a few "central" nodes, and the connections between the main bodies were close and showed a trend of strengthening. The overall network showed the characteristics of multi-center.

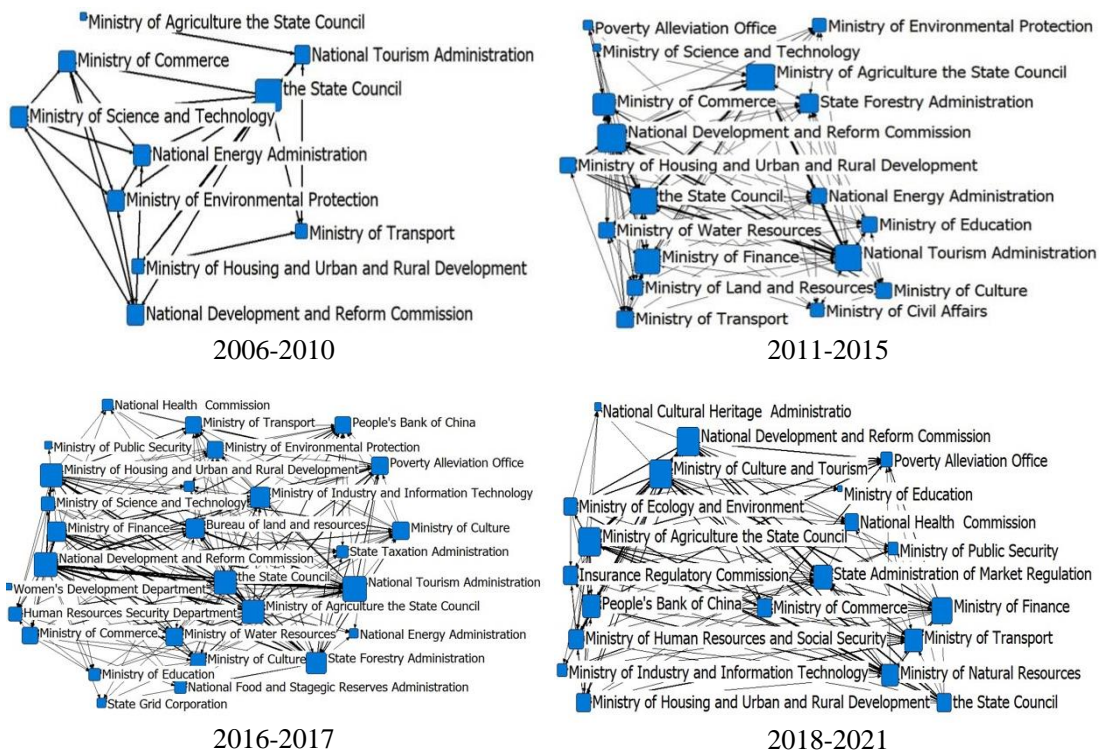


Fig. 3 Analysis of China Rural Tourism Industry Policy Issuing Sector

4.2 Analysis of rural tourism industry policy documents from the perspective of policy instruments

4.2.1 Dimension characteristics of policy instruments in the rural tourism industry

Rural tourism policy in China provides a variety of policy support to ensure the revitalization of the rural tourism, including authoritative instruments (16.75%), incentive instruments (27.23%), capacity-building instruments (35.09%), symbolism, exhortation instruments (13.61%), and system change instruments (7.33%). A total of 11 sub-dimensions were summarized, as shown in Figure 4. It can be found that capacity building and incentive instruments account for a large proportion, while system change instruments account for a small proportion. Capacity-building instruments are divided into three sub-dimensions: rural cooperation (6.28%), human resource development (20.94%), and social capital investment policies (7.85%). Human resource development policies have been the focus, and in 2016 the government gradually began to take steps to promote capital investment and enhance cooperative exchange among rural tourism stakeholders. The incentive instruments are divided into two main sub-dimensions: pilot policies (15.71%) and guarantee of resources policies (11.52%). Policy piloting is an incentive instrument that China has been adopting. Since 2016 the government has started to focus on the implementation of guarantee of resources policies in rural tourism areas. Authoritative instruments are divided into two main sub-dimensions: responsibility allocation (9.42%), supervision, and management policies (7.33%). The authority instruments were used more frequently from 2016 onwards. Symbolism and exhortation instruments are divided into two main sub-dimensions: target planning (4.71%) and propaganda guidance policies (8.90%). They are mentioned in the major development plans of China. System change instruments are divided into two main sub-dimensions: development model (4.19%) and management model policies (3.14%). System change instruments are used less frequently in rural tourism development and each user has a greater impact on rural tourism development patterns.

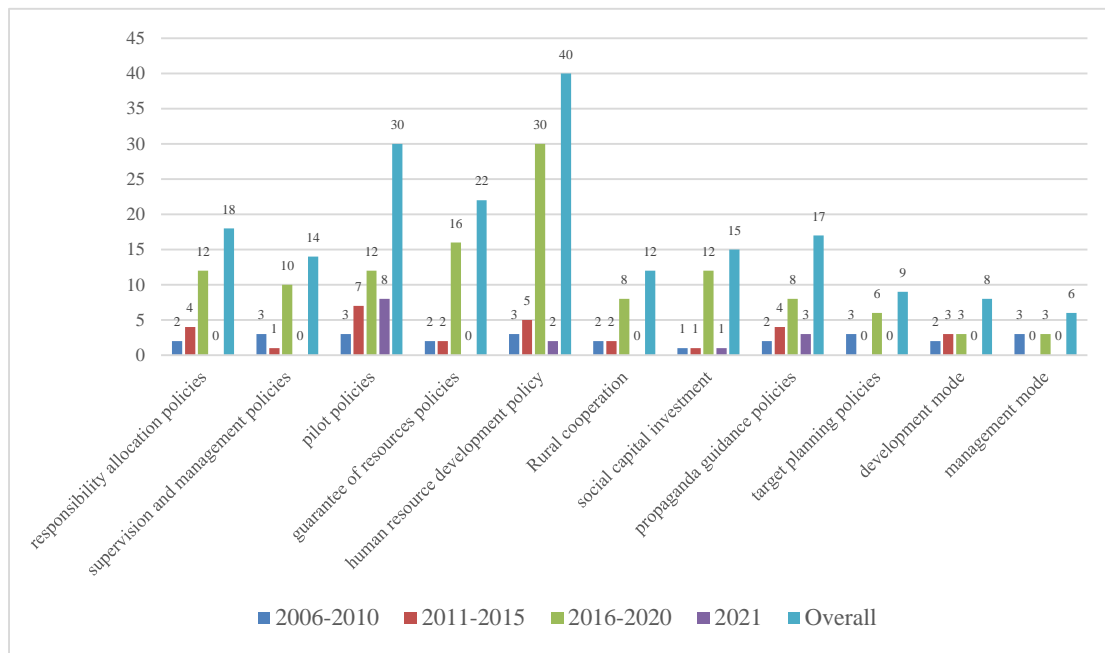


Fig.4 Analysis of the evolution of policy instruments in the Rural tourism industry in China

Specifically, capacity-building instruments and incentive instruments have been used as core drivers of rural tourism development. Since 2005, human resource development and policy pilots have been used as core instruments to guide rural tourism development. Every year, the Chinese government holds the "*Rural Tourism Poverty Alleviation Key Villages Village Cadre Training Course*" and "*10,000 Tourism Talents Program Innovation and Entrepreneurship Training Program*" to train grassroots talents. The government also encourages and guides higher education institutions to set up rural tourism courses to train a group of professionals in creative planning, design, and marketing to work in rural tourism sites. This shows the importance and thirst of the government for rural tourism talents. At the same time, the government will annually evaluate "*National Rural Tourism Key Village*", "*Rural Tourism Home*" and other honorary competitions, which can bring positive incentives to the village. In 2016, the government began to focus on rural cooperation and social capital investment policies. Events such as "*One Million Rural Tourism Creators Event*" and "*National Leisure Agriculture and Rural Tourism Experience Exchange Meeting*" are held annually to disseminate advanced rural tourism development experience. The government acts as an intermediary, encouraging the linkage of social capital with rural

1 tourism attractions to support enterprises, tourism villages, and the government to
2 achieve a win-win situation. In the same year, the government began to pay attention
3 to the implementation of guarantee of resources policies, including the first build and
4 then subsidizing financial subsidies, and the establishment of investment funds to
5 increase financial support. Since the occurrence of COVID-19, MCT has issued the
6 Notice on coordinating the work related to the prevention and control of the COVID-
7 19 and accelerating market recovery, pointing out that rural tourism enterprises and
8 practitioners should make full use of financial funds, tax relief, and other policies to
9 promote the implementation of policies for the recovery of rural tourism. The
10 application of incentives instruments such as the guarantee of resources, and policy
11 pilots can help promote the steady development of rural tourism from pursuing local
12 economic interests to sustainable development.
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24 Authoritative instruments, symbolism and exhortation instruments, and system
25 change instruments are also at play in the development of rural tourism in China.
26 Although not used very often, authoritative instruments are more mandatory and
27 effective. The 2006 document "*National Tourism Administration on Promoting Rural
28 Tourism Development*" states that standards for rural tourism infrastructure
29 construction and hospitality services should be developed, and supervision and
30 management of rural tourism safety should be strengthened. Subsequently, the
31 provinces began to set up corresponding standards for rural tourism services. Since
32 2016, the government has become more frequently using authoritative instruments. The
33 "*Quality and Safety Management of Rural Housing Construction*" regulations and the
34 "*Fire Prevention Guidelines for Nongjia (B&B) Construction*" guidelines were issued
35 to ensure the stable operation of rural tourism. In 2018, the reform of tourism
36 administration also redistributed the responsibilities of various government
37 departments. The Tourism Administration and the Cultural Administration were
38 merged into MCT , which is divided into 13 agencies, including the Department of
39 Public Services, the Department of Intangible Cultural Heritage, and so on. This makes
40 the responsibilities of each department clearer. Symbolism and exhortation instruments
41 are widely applicable, with little input, and are found in important planning documents,
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1 outlining a blueprint for the future development of rural tourism. For example, the
2 policies proposed in the "*National Rural Tourism Development Outline*" introduced in
3 2009 provided a development direction for rural tourism. Publicity and guidance
4 policies help form and consolidate social consensus, and promote the stable of rural
5 tourism (Liu et al, 2021). The use of system change instruments can have a direct
6 impact on rural tourism trends. The "*National Tourism Administration's Guidance on*
7 *Promoting the Development of Rural Tourism*" issued in 2006 pointed out that the
8 development of rural tourism was in its infancy, and there were problems such as
9 insufficient awareness, insufficient guidance, and lagging support for construction.
10 Therefore, rural tourism infrastructure construction becomes the focus of development
11 in the next decade. Since 2015, "green water and green mountains are the silver
12 mountains of gold" has become the slogan of China's rural tourism development. The
13 construction of ecological civilization, inheritance, protection of traditional culture, and
14 the harmonious coexistence of nature have become the focus. Rural tourism
15 development is also gradually becoming economically oriented in the past to ecological,
16 cultural, and environmental compound development.

32 ***4.2.2 Dimension characteristics of policy targets of the rural tourism industry***

34 The rural tourism industry in China involves thriving businesses (42.3%), pleasant
35 living environments (10.85%), social etiquette and civility (13.47%), effective
36 governance (13.86), and prosperity (17.44%). The study subdivides the five major
37 objectives into 13 sub-objectives based on the China's rural tourism development (Fig.
38 5) . Thriving businesses account for a large proportion, mainly including three sub-
39 dimensions of changes in the industrial structure (25.30%), the level of technology in
40 villages (7.23%), and marketability (10.84%). Changes in industrial structure have been
41 the focus of rural tourism to promote industrial prosperity. However, since 2016, the
42 central government has begun to gradually focus on supply-side reform of rural tourism,
43 improving the construction of rural technology levels and promoting the marketization
44 of rural areas. Prosperity includes the life quality of farmers (6.02%), income structure
45 of farmers, (6.02%), and level of farmers (5.42%). More emphasis was placed on
46 enhancing the level of farmers' income from 2006-2015, but since 2016 more emphasis
47 has been placed on the life quality of farmers and improving their income structure.
48 Pleasant living environments include the natural environment (4.22%) and social
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environment (6.63%). The social environment of rural tourism has been valued since 2010. Although the protection of the natural environment was proposed at the beginning of the development of rural tourism, it was not until 2016 that the natural environment of rural tourism was given attention. Effective governance, social etiquette, and civility have gradually been emphasized since 2016. Effective governance includes two sub-dimensions: villager self-governance practice (4.82%) and rural legal order (9.04%). Social etiquette and civility include three sub-goals of public cultural development (2.41%), cultural education suggestions (2.41%), and rural cultural inheritance (9.64%)

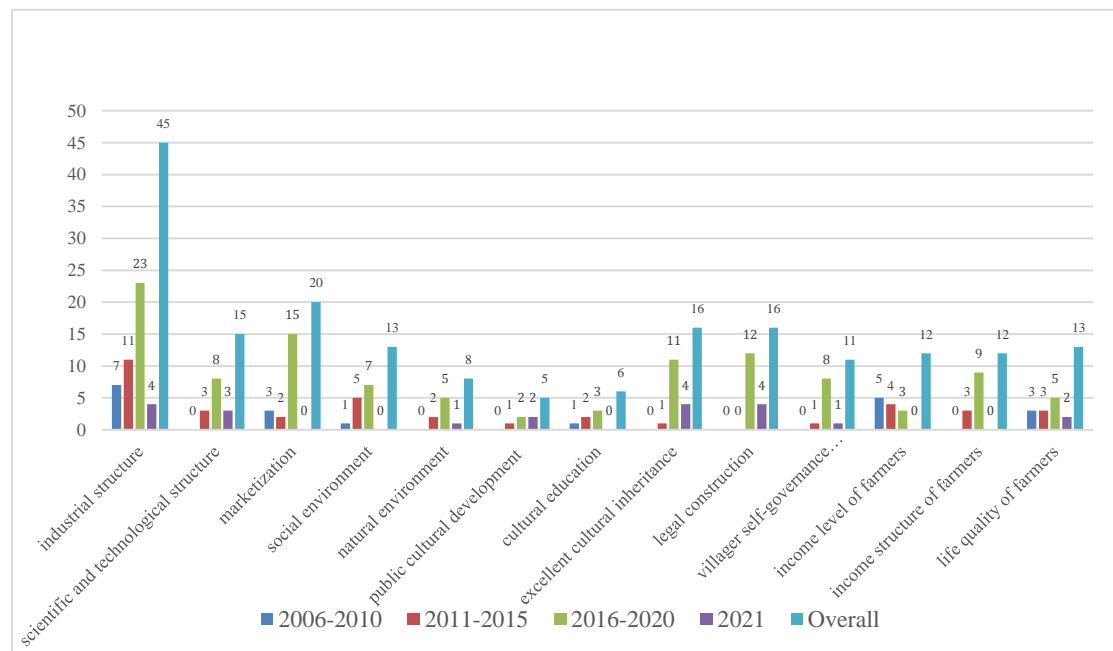


Fig.5 Analysis of the evolution of policy targets for the Rural tourism industry in China

China has clear goals for rural tourism development. Thriving businesses and prosperity are important cornerstones for the development of rural tourism. Rural tourism should promote the construction of the modern agricultural economic systems, such as accelerating the development of scientific and technological agriculture, tourism agriculture, promote the rural industrial structure has been optimized and adjusted. This helps to bring into play the agglomeration function of rural tourism to adjust the structure and benefit the people's livelihood (Li et al, 2021). In 2006, "National Tourism Administration on Promoting Rural Tourism Development" proposed to guarantee farmers' ownership and income in tourism development. Since then, the central government has introduced policies to protect farmers' interests in the lease and use of rural land. Until 2015, the central government began to carry out

1 supply-side reform of rural tourism, and multiple departments jointly issued the notice
2 of the *"Rural Tourism Poverty Alleviation Project Action Plan"*. After that, concepts
3 such as Internet+, rural intelligent tourism, rural e-commerce, etc. are constantly
4 proposed. In particular, the rural e-commerce provides a convenient channel for the
5 promotion of tourism products, and each village also builds its rural tourism brand
6 system. It becomes an important means to improve the construction of rural technology
7 level and promote the marketability of the countryside (Yao, et al, 2021). Starting in
8 2016, the government changed from emphasizing raising farmers' income to improve
9 farmers' quality of life and their income structure. Enterprises and community residents
10 should improve the cooperative interest mechanism, village collectives can organize
11 and take the lead, and new management models should be explored. The emphasis on
12 prosperity for improving the poor population's multi-type employment skills, ensuring
13 the participation and interests of farmers in tourism development, and then improving
14 the quality of life and income structure of farmers to achieve prosperity.
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28 Pleasant living environments, effective governance, social etiquette, and civility
29 have begun to be emphasized in recent years. The basic function of rural tourism
30 development is to improve rural infrastructure, which can effectively improve the rural
31 destination transportation network, water supply, power supply, and other basic
32 security works to meet the needs of rural residents. It also meets the needs of visitors
33 by building parking lots, observation decks, visitor reception centers, and other
34 facilities. In particular, the "toilet revolution" reform policy in China proposed in 2017
35 has also triggered the attention of many departments such as agriculture and rural areas,
36 hygiene and health, and ecology and environment. At present, China's star-rated rural
37 tourism scenic spots have achieved full coverage of tourism toilets, which has better
38 improved the social environment of rural tourism. However, the natural environment
39 was not taken seriously until 2015. In 2015 the *"Opinions of the State Council on
40 Accelerating the Construction of Ecological Civilization"* emphasizes accelerating the
41 development of rural tourism and leisure industry under the premise of protecting the
42 ecological environment. Rural tourism development should be *"green water and green
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2 *mountains are the silver mountain*" as a guideline, to explore the unique ecological
3 resources, agriculture, and cultural advantages of rural areas.

4 The construction of rural legal order and villager self-governance practice has been
5 repeatedly mentioned. The gradual implementation of regulatory measures since 2016,
6 such as strict management of renovation, expansion of rural housing, and the
7 improvement of food safety, environmental protection, and other regulatory norms. The
8 emphasis is on service quality in rural tourism areas, with the introduction in 2021 of
9 the “*National Standard for Tourist B&B Facilities and Services*” to promote the
10 upgrading of service quality. The construction of laws for rural tourism in China is still
11 in the process of gradual exploration, which will continue to provide a guarantee for
12 the standardized development of rural tourism. In 2015, the government proposed to
13 innovate rural self-governance mechanisms and encourage rural tourism communities
14 to explore effective ways of villagers' self-governance. Until 2020, Rural tourism
15 investors, operators, and village collectives have formed regional industry associations
16 to strengthen industry self-regulation. Rural cultural inheritance has been emphasized
17 by the government since 2016. The merger of China's former Ministry of Culture and
18 former Tourism Bureau into MCT also reaffirms China's desire to use tourism as a
19 means of cultural transmission and heritage. The mining of regional cultural
20 connotations has become the focus of rural tourism development. The government is
21 also tapping into rural cultural talent, such as finding inheritors of intangible cultural
22 heritage, promoting the inheritance, and upgrading of traditional farming culture, and
23 enriching rural cultural businesses. Rural public cultural development and cultural
24 education construction are currently receiving less attention and only appear in every
25 five-year planning document, and no special policy has been issued for guidance.

26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 **5. Conclusions and Discussion**

50 51 52 **5.1 Conclusions**

53 China's rural tourism policy development aims at rural sustainable development
54 and rural revitalization, the formulation and implementation of rural tourism policy is
55 the process of different policy instruments from game to equilibrium. In the early stage
56 of rural tourism development, the economic orientation makes rural tourism
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1 development with the target of thriving businesses and prosperity, while policy
2 instruments are not focused on a more balanced use (Li et al., 2019). As it continues to
3 practice, capacity-building instruments and incentive instruments become the
4 cornerstone of rural tourism's thriving businesses and prosperity, which means that
5 other policy instruments and targets get compressed. As the targets of rural tourism
6 industry development are directed from purely economic to cultural, economic, and
7 environmental aspects, policy instruments are being adjusted. The targets of pleasant
8 living environments and effective governance of rural tourism communities are now
9 being emphasized.

10 Specifically, rural tourism policy departments present polycentric characteristics,
11 and the responsibilities between departments are also becoming clearer. The State
12 Council, MARA, and MCT have been the core of the policy issuance. The State Council
13 is the leading policy maker for rural tourism. MARA and the Tourism Bureau is the
14 main administrators and organizers of the rural tourism industry, and other departments
15 cooperate as implementers to promote the development of the rural tourism industry.
16 Rural tourism policy departments are more closely linked, and joint policy releases are
17 gradually becoming the main form. The responsibilities of each department are also
18 becoming clearer, which can contribute to the high-quality development of China's rural
19 tourism industry (Li et al., 2021).

20 From the perspective of rural tourism policy instruments, Incentive instruments
21 and capacity-building instruments are often used in rural tourism development. Policy
22 pilots and human resource development have been guiding the development of rural
23 tourism, but the government has also started to introduce policies to encourage rural
24 cooperation and social capital investment. Authoritative instruments and symbolic and
25 exhortative instruments are used less frequently. Symbolic and exhortative instruments
26 have a propaganda role and are therefore mentioned frequently in the annual planning
27 documents. Authoritative instruments are gradually being emphasized. China's
28 administrative system has been reformed and governments have established guidelines
29 to provide standards for rural tourism services. The minimal use of institutional change
30 instruments indicates that the government wants to gradually improve the level of rural
31 tourism development.

32 In terms of the targets of the rural tourism policy, the government has been giving
33 priority to the target of thriving businesses, hoping to optimize the industrial structure
34 of villages through tourism development. Prosperity is also an ongoing target of rural

1 tourism, which includes raising farmers' income levels, optimizing their income
2 structure, and improving their quality of life. The pleasant living environments and
3 effective governance of rural tourism have begun to be emphasized. This includes
4 improving the social environment by improving community construction such as roads
5 and toilets. Implement regulatory measures such as housing supervision, and
6 environmental protection to promote the legal system and villager autonomy in rural
7 tourism areas. There is still less attention to rural social etiquette and civility, which
8 provides a direction for future rural tourism development.

15 **5.2 Discussion**

16 The content analysis method based on policy can systematically describe the
17 policy documents (Berelson, 1953; Neuendorf, 2017). This study constructs an
18 analytical framework of policy subjects, policy instruments, and policy targets about
19 rural tourism policy, which is a deepening of previous studies that simply consider the
20 stage of rural tourism sustainable development in China (Ma & Shu,2020; Yao, et al.,
21 2021) . This analytical framework can provide a reference for subsequent exploration
22 of rural tourism policies and can effectively avoid large discrepancies in research results
23 (Pitelis et al., 2020; Wei et al., 2019; Guo et al., 2019). In addition, this study analyzes
24 the rural tourism policy instruments according to the classification criteria of
25 McDonnell and Elmore (1987) and Ingram and Schneider (1990) and has a good match,
26 which can compensate for the previous classification of rural tourism policies in terms
27 of supply-based, environment-based, and demand-based and expand the application of
28 policy instruments in rural tourism policies (Ma et al., 2020).

29 The construction and refinement of rural tourism policy targets is an important
30 contribution of this study. This study combines China's rural revitalization targets with
31 rural tourism development, analyzes rural tourism policy with the five dimensions of
32 rural revitalization targets, and summarizes thirteen secondary sub-dimensions of rural
33 tourism policy goals based on the content analysis method. This promotes the
34 application of rural revitalization targets in rural tourism and provides standards and
35 theoretical references for the subsequent exploration of rural tourism development
36 targets (Han, 2019). In addition, the study clarifies the characteristics of the targets of
37 rural tourism development in China at different stages and is an effective complement
38 to previous studies of rural tourism policy targets (Xu & Sofield, 2016; Yao, et al.,
39 2021) .

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Another important issue facing policy is determining the optimal mix of policy instruments to accomplish policy targets (Pitelis et al., 2020). That is, what combination of policies is more likely to achieve targets? Previous studies considered the allocation of different policy instruments to reach a quantitative equilibrium (Muradian & Gómez, 2013). However, it seems to be difficult to achieve quantitative balance in rural tourism policy classification. Capacity building policies are the most widely used and industrial revitalization policies are the largest rural tourism. A particular type of policy can lead to an imbalance in the number of policy instruments and targets that may be more in line with existing development characteristics and contexts (Capano et al., 2020). Therefore, the meaning of "balanced allocation" of policy instruments may need to be further explored in the future, and policies should be formulated according to the different stages of rural tourism development.

5.3 Policy Implications

The Chinese government has also made continuous efforts to achieve the target of sustainable rural development. However, the government should further optimize policy instruments for achieving rural tourism revitalization. The policies of ecological livability, rural-style civilization, and effective governance are still inadequate. Thus, this study highlights the following policy implications for optimizing rural tourism policies.

First, the government can use the policy network to develop reasonable rural tourism policies. The responsibilities of rural tourism policy departments are becoming clearer. The difficulties of developing rural tourism should be faced head-on and break through. Rural tourism e-commerce and rural tourism finance is to require appropriate industry regulation (Liu et al., 2021), and policy cooperation to build an effective mechanism to improve the operability of the policy. Second, rural tourism involves multiple sectors and organizations, and specific policies should be developed in consultation with each other to improve the refinement and matching of policy targets designed to develop rural tourism. Such as land, the rural residential base system has been a problem that restricts the development of rural tourism in China (Xu & Sofield, 2016; Wei et al., 2019). It should strengthen the top-level integrated design, relevant departments to carry out integrated consultation, and develop reasonable policies to meet the needs of village conservation and tourism development.

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Second, it is necessary to improve the portfolio of rural tourism policy instruments. The government has used tax breaks or price subsidies as the main incentive instruments to stimulate the development of rural tourism. However, as rural tourism enters a phase of high-quality development, the use of authoritative instruments can be increased. Such as the rural tourism finance, smart tourism, and cultural tourism integration, communities may not be sufficient to cope with such complex changes (Yao, et al., 2021). The constraints on the subject cannot be regulated only in market instruments, the government should formulate relevant laws and rules for the above activities to form a strong procedural constraint about interest and develop industry standards for regulation. At the same time, the social supervision function of rural communities, public association organizations, and the media are brought into play to avoid market chaos. It should also enhance community outreach, using various media and community events to promote the implementation ability of activities.

Third, it is imperative to refine the function of policy targets and enhance guidance. The policy targets have been emphasizing the revitalization of rural industries, and the targets can be further refined to guide the development of residents. Such as encouraging rural tourism in the revitalization of rural idle assets to complete and integrate the tourism industry chain. In addition, effective governance can be further regulated with the help of authoritative instruments. Provinces and municipalities should be encouraged to introduce specific hospitality service standards according to local conditions to meet consumers' needs. Countryside civilization needs to be taken seriously next, and the improvement of the soft power of communities is the core driver of sustainable rural tourism development. By exploring the characteristics of each countryside, encouraging innovation in the form of local cultural displays, and deeply developing rural landscapes and festivals, we can promote the transformation of cultural resources into tourism products.

5.4 Limitations and future research directions

Despite some revelations, the limitations of the study leave inspiration for future research. The comparison of pertinent local government policies at the level of other countries' rural tourism industrial policies, which can be further focused on in the future, is not included in the study's analysis of representative rural tourist policies made at the national level in China. Second, big data analysis methods can be used in the future in addition to quantitative analysis of government policy documents to quantify and

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examine the properties of multi-source data. The massive amount of information can be used to gather first-hand data on policy implementation that will serve as a basis for policy development and a source of reference. Thirdly, bibliometrics and content analysis can be coupled to conduct comprehensive research, which can effectively make up for each method's shortcomings and boost the effectiveness of analysis and the reliability of research results.

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[Click here to view linked References](#)1 **Appendix**

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3 **Key Policy Document Information**

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Year	Name	Subject
2006	National Tourism Administration on promoting the development of rural tourism guidelines	Former National Tourism Administration
2007	National Tourism Administration, Ministry of Agriculture on vigorously promoting the development of rural tourism	Former National Tourism Administration, Ministry of Agriculture
2009	Opinions of The State Council on Accelerating the Development of tourism	The State Council
2010	Opinions of the Ministry of Agriculture and the National Tourism Administration on Establishing national Leisure Agriculture and Rural Tourism Demonstration Counties and National Leisure Agriculture Demonstration sites	Former National Tourism Administration, Ministry of Agriculture
2011	Notice of the General Office of the Ministry of Agriculture and the Office of the National Tourism Administration on starting the establishment of 2011 National Demonstration counties and sites for Leisure Agriculture and Rural Tourism	Former National Tourism Administration, Ministry of Agriculture
2011	Notice of the General Office of the Ministry of Agriculture on the holding of National Leisure Agriculture and Rural Tourism Star Creation management personnel training class	The ministry of agriculture
2012	Notice of The State Council on Printing and distributing the 12th Five-Year Plan for the Development of the Service Industry	The State Council
2013	Notice of the Office of the Ministry of Agriculture on holding the National Leisure Agriculture and Rural Tourism Exchange Meeting	The ministry of agriculture
2013	Tourism Law of the People's Republic of China	Standing Committee of the National People's Congress
2014	Notice of the National Development and Reform Commission, National Tourism Administration, Ministry of Environmental Protection, Ministry of Housing and Urban-Rural Development, Ministry of Agriculture, State Forestry Administration and Poverty Alleviation Office of The State Council on Implementing the Rural Tourism Project to Enrich the People and Promoting the Work of Tourism Poverty Alleviation	State Development and Reform Commission; former National Tourism Administration; Ministry of Environmental Protection; Ministry of Housing and Urban-Rural Development; Ministry of Agriculture; State Forestry Administration; State Council
2014	Several Opinions of The State Council on Promoting the Reform and Development of Tourism	The State Council
2015	Guideline of The General Office of the State Council on Promoting the Integrated Development of the Primary, secondary and tertiary industries in rural areas	The State Council
2016	The Ministry of Agriculture on the release of 2016 National leisure agriculture and rural tourism model counties (cities, districts) notice	The ministry of agriculture
2016	Notice of The State Council on printing and distributing the 13th Five-Year Plan for Tourism Development	The State Council
2017	Circular of the General Office of the Ministry of Agriculture on Promoting the implementation of Leisure Agriculture and Rural Tourism Development Policies	The ministry of agriculture

1 2 3	2017	On the list of the "National Women Model farmhouse music" announcement	Department of Women's Development, All-China Women's Federation, Department of Planning and Finance, National Tourism Administration
4 5 6 7 8 9 10 11 12	2018	The Ministry of Culture and Tourism and 17 other departments issued a circular on the issuance of the Guidelines on Promoting the Sustainable Development of Rural Tourism	Culture and tourism, the National Development and Reform Commission, Ministry of Industry and Information Technology, Ministry of Finance, social security, housing department of natural resources, ecological environment, urban and rural construction ministry, the Ministry of Transport, the People's Bank of China, state general administration of sports, the state bureau of forestry and grassland management committee
13 14 15	2018	Opinions of the CPC Central Committee and The State Council on Implementing the Rural Revitalization Strategy	The State Council
16 17 18	2018	Provisions on the functional allocation, internal organization and staffing of the Ministry of Culture and Tourism	Ministry of Culture and Tourism
19 20 21 22 23 24 25 26 27 28 29	2018	Culture and tourism industry and information technology, the National Development and Reform Commission, the Ministry of Finance ecological environment of human resources and social security department of natural resources of housing urban and rural development The Ministry of Transport agriculture NongCunBu national health committee State general administration of sports of the People's Bank of China bank of China insurance supervision National bureau of forestry and grassland management committee State administration of cultural heritage Circular of The State Council Poverty Alleviation Office on Promoting the Sustainable Development of Rural tourism	Ministry of Culture and Tourism, National Development and Reform Commission, Ministry of Industry and Information Technology Ministry of Finance, Ministry of Human Resources and Social Security, Ministry of Natural Resources, Ministry of Ecology and Environment, Ministry of Housing and Urban-Rural Development, Ministry of Transport, Ministry of Agriculture and Rural Affairs, National Health Commission, People's Bank of China, General Administration of Sport, China Banking and Insurance Regulatory Commission, National Forestry and Grassland Administration
30 31 32 33	2019	Circular of the General Office of the Ministry of Culture and Tourism and the Office of the Agricultural Bank of China on Financial Support for the Construction of Key Rural Tourism Villages in China	Ministry of Culture and Tourism, Agricultural Bank of China Office
34 35 36	2019	Notice of the General Office of the Ministry of Culture and Tourism on Building the List of Key Villages for Rural Tourism in China	Ministry of Culture and Tourism, National Development and Reform Commission Office
37 38 39	2020	Notice of the General Office of the Ministry of Culture and Tourism on Coordinating the prevention and control of regular epidemic in Rural Tourism and accelerating market recovery	Ministry of Culture and Tourism
40 41 42	2020	The Department of Resources Development issued a circular to accelerate the recovery of rural tourism market	Resource Development Division
43 44	2020	Opinions of The Office of the State Council on Accelerating the Development of New Consumption through New Business Forms	The State Council
45 46 47	2021	The 14th Five-Year Plan for the development of culture and tourism market	Ministry of Culture and Tourism
48 49 50	2021	Guidelines of the Ministry of Culture and Tourism on Strengthening supervision and Improving the quality of tourism services	Ministry of Culture and Tourism
51 52 53 54	2021	General Office of the CPC Central Committee and The State Council issued the Five-Year Action Plan for Improving Rural Living Environment (2021-2025)	General Offices of the CPC Central Committee The State Council

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1. In general, the manuscript has no compatibility between the research results and the research questions and objectives, as stated in lines 48-51 (page 3). Referring to the background, which explains that the development of tourist villages in China has caused problems (lines 18-35, page 2), it is better to present alternative policies to overcome these problems. However, if the research is based on the research questions and research objectives in lines 48-51 (page 3), then there must be adjustments to the abstract and conclusions.
2. The analysis is less systematic and does not answer research questions (lines 48-51 - page 3).
3. The discussion sub-chapter does not strengthen the results of the analysis.
4. The manuscript does not offer solutions to the problems discussed as stated in the title and introduction (keyword how in the title).
5. The manuscript does not explain the stages of the analysis method, which are very important to understand the results.
6. The subchapter theory is less clear. The theory section should only discuss the concepts needed to strengthen the frame of mind (not discussing facts). Instead, in the discussion, multiply the analysis related to facts.
7. The explanation of Fig. 3, Fig. 4, and Fig. 5 is unclear and not systematic.
8. It is better if there are points that specifically discuss the policy of developing tourist villages in China from time to time to show changes to strengthen the purpose of this research.
9. It is better if there are no citations in the conclusion section.
10. The author is less careful in writing punctuation and quotation marks, for example, in lines 4-5, 42 (page 2). lines 10-12 and 60 (page 4).
11. The author does not use the application in compiling references. Use Mendeley to write down the quote.
12. English language and style must be improved; some grammatical, format, and spelling corrections are needed.
13. Overall, in my assessment of the current state, the manuscript requires major revision and may not be suitable for a Quartile 1 Journal.