

RESEARCH ARTICLE

Study on cultural inheritance and innovation in rural tourism enabled by university student volunteer participation

Cai Siqi^{1,2}, Mohd Kasri Saidon¹, Nor Fauzian Kassim¹

¹ School of Education, Universiti Utara Malaysia, Kedah, 06010, Malaysia

² School of Geographical Sciences and Tourism, Hanshan Normal University, Guangdong, 515633, China

* Corresponding Author: Cai Siqi, 2220345@qq.com

ABSTRACT

Rural tourism is the embodiment of the combination of rural industry revitalization and cultural revitalization. As an important part of the conformal development of rural tourism, cultural inheritance and innovation are also facing challenges in the aspects of talent inheritance, publicity methods and content innovation. University student volunteers are as cultural inheritors, educators and innovators of rural tourism. And cultural volunteer activities also promote students in psychology level. Through an in-depth discussion on the cultural inheritance and innovation of university student volunteer participation in rural tourism, this study states that although university student volunteer participation has brought fresh vitality and innovative thinking to the cultural inheritance and innovation of rural tourism, it also faces challenges such as imperfect team building mechanism, incorrect targeted service content, single activity form, lack of in-depth thinking of tourism resources, and insufficient integration with rural revitalization. In response to these challenges, this study proposes to strengthen the institutional construction, diversification construction, depth construction and brand construction of university student volunteer participation for rural cultural tourism, so as to consolidate the cultural foundation of high-quality development of rural tourism and promote the integration of rural culture and tourism as an important force for rural revitalization.

Keywords: university student volunteer participation; rural tourism; cultural inheritance; cultural innovation; sustainable development

1. Introduction

In 2021, the Chinese government promulgated the Law of the People's Republic of China on the Promotion of Rural Revitalization, which clearly indicates the key role of rural culture in rural revitalization. Rural revitalization needs to make full use of rural cultural characteristics, promote the participation of multiple subjects, and promote the prosperity of rural culture from multiple perspectives^[1,17]. Base on the theory of cultural psychology, excellent rural culture influences people's way of life, way of thinking and values. It is conducive to the establishment of civilized concept, self-esteem and self-confidence, rational peace, and positive social mentality^[17]. Rural cultural inheritance and innovation not only benefit the development of the culture itself, but also for the people living around there^[16]. But the fact is the forms of

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cultural construction in most rural areas are similar, few of them have explore and reflect the village's own characteristics, customs^[19].

Rural tourism is the embodiment of the combination of industrial and cultural revitalization in rural revitalization and development. It also carries rich historical and cultural values^[3]. However, most rural cultural tourism in China industry is in low industrialization level and lack of systematic planning^[6]. At the same time, due to the attractive living conditions and higher salary in city, rural young talents tend to go to the city for employment and development, resulting in the lack of talents in the rural tourism industry^[2]. University students can make up for the lack of human resources in rural cultural inheritance and innovation^[6,10,15].

Moreover, volunteer participation of rural culture construction also enhances the social practice ability of university student, helps to cultivate patriotism and social responsibility^[4,7]. Volunteer participation of cultural inheritance and innovation creates opportunities for university student to get close to and understand rural culture, so as to enhance their cultural identity psychologically^[4]. Field visits and cultural experience activities are also a practical activity mode of cultural psychology as a teaching design idea of general courses, which is conducive to cultivating university students' cross-cultural understanding and analysis ability^[14]. However, rural cultural volunteer participation of university student nowadays has the problems of insufficient motivation and imperfect incentive mechanism^[7,8]. As an important and practical form of university student social participation and social practice, volunteer participation plays a unique role in the cultural inheritance and innovation of rural tourism^[7]. The purpose of this study is to explore the cultural inheritance and innovation mechanism of university student volunteer participation in rural tourism, and how this mechanism promotes the sustainable development of rural tourism.

2. Analysis

2.1. The role and function of university student volunteer participation in the inheritance and innovation of rural tourism

As a special form of tourism, the core value of rural tourism lies in inheriting and carrying forward revolutionary history and culture of China. However, with the passage of time and the development of society, how to effectively inherit and innovate these cultural resources and transform them into more in line with the needs and aesthetics of modern society has become an urgent problem. As a member of the higher education system, college students have high cultural literacy and innovation ability. University students of different majors take part in rural tourism through volunteer participation, which can not only bring new vitality into rural tourism, but also promote cultural inheritance and innovation through their wisdom and creativity^[17].

(1) The role of university student volunteer participation in cultural inheritance and innovation of rural tourism

University student volunteers are the inheritors of rural tourism culture. Through volunteer participation, university students can become inheritors and promoters of rural culture, helping residents and tourists better appreciate and understand the value of rural culture^[11,17]. At present, the types of creative cultural products in most rural tourist attractions are the same, failing to display local cultural characteristics and making it difficult to interact with tourists. The post-00s generation have become a new generation of consumers and a large consumer in the tourism market. According to the research of Zhao et al.^[22], post-00s university students show their characteristics in the choice of tourism content and tourism consumption when they travel in rural areas. The development of rural tourism resources needs scientific planning and content

adjustment according to the audience. The participation of university students volunteers in rural tourism resources can enable university students to participate in the development of rural tourism resources as investigation objects and planning subjects at the same time, which is more conducive to the diversified, all-round, in-depth and innovative development of rural tourism resources culture.

University student volunteers are educators of rural tourism culture. In rural tourism, university students can play the role of educators and disseminate history and cultural knowledge to tourists through explanation and interactive activities. The culture contained in the tourism resources is the carrier of its social education value. Giving full play to the cultural function of the tourism resources has derived the popular rural field study. As early as 2016, 11 departments, including the Ministry of Education and the Ministry of Culture, issued opinions on promoting research trips for primary and secondary school students, clarifying the significance and principles of field study, and providing institutional guarantees for the development of field study. University student volunteers can act as educators in rural tourist attractions to carry out culture education to primary and secondary schools, so as to show its social value and achieve mutual learning and progress. As educators, university volunteers play an important role in disseminating history and cultural knowledge to tourists in tourism, and their participation also provides new opportunities for the development of field study.

University students are innovators of rural tourism culture. The industrial upgrading caused by the integrated development of culture and tourism poses new challenges to rural tourism. In 2015, the National Tourism Administration issued the "Guiding Opinions on Promoting the Development of Smart Tourism", breaking the original development model of the tourism industry, in the development and management of tourism resources, tourism product marketing, tourism service content^[9]. The emergence of smart tourism provides new ideas for the development of rural tourism resources, and also puts forward new requirements for the development of tourism resources culture. As a new generation, university students are better suited to the new pattern of the development of intelligent cultural tourism in terms of mastering technology and designing thinking logic, and are good practitioners of the inheritance and innovation of rural red culture.

(2) The function of university students volunteer participation in cultural inheritance and innovation of rural tourism

University students volunteer participation plays a role in improving cultural cognition, promoting cultural protection and promoting cultural innovation in the cultural inheritance of rural tourism. The volunteer participation of university students can help villagers and tourists to enhance their awareness of culture and enhance their cultural self-confidence through various forms of explanation, holding some interactive activities, and making some exhibits. At the same time, the design of cultural tourism products and the application of intelligent cultural tourism in university students volunteer participation can strengthen the new round of interpretation of rural cultural heritage, extend its publicity life, and contribute to the protection and restoration of tourism culture. In addition, the new generation of university students can combine modern technology and media means, through WeChat Official account, WeChat Channel, Douyin, Kuaishou and other popular new media platforms in China, use the means of "We media" to innovate communication methods, smooth the publicity channels of culture, and enhance the publicity effect. Professional knowledge can also be used to innovate the style and form of rural cultural tourism products, enhance the realization ability of tourism resources, and thus promote the innovation of rural scenic spot culture.

3. Findings

3.1. Challenges faced by university student volunteer participation in the inheritance and innovation of rural tourism culture

As Fan said, university student volunteer participation groups can introduce advanced ideas and innovative thinking in promoting rural cultural construction^[7]. However, their team building mechanism still needs to be improved. At the same time, the pertinacity and diversity of activity content also need to be further improved. In addition, when university students participate in rural tourism culture, they lack the combination with their own majors, and it is also difficult to achieve the desired volunteer participation effect.

1) Imperfect construction mechanism for volunteer teams

University students volunteer participation is a spontaneous behavior, and its realization and growth are more self-managed by the student team. However, since university students mainly participate in volunteer activities during the three years from freshman to junior year, incomplete team building management will lead to short volunteer cycle and lack of depth and continuity of work^[11]. If there is no long-term stable participation mechanism, it is difficult to guarantee the quality of volunteer participation, and it is more difficult to have a sustained positive promoting effect on rural cultural construction^[7,10,13].

2) Lack of targeted volunteer participation content

At present, many rural volunteer activities are similar. To be more specific, the same activities being practiced in different regions or simply copied the experience of other regions. Consequently, the form and content of culture inheritance and innovation are highly homogenized and lack of specificity^[7]. Some university students lack basic understanding of culture, rural tourism, and even the combination of cultural tourism. At the same time, they do not have a deep understanding of the resource culture in the place where they serve. The content of voluntary activities to spread culture is not closely combined with the actual characteristics of the local area, which is not convincing to the villagers, nor can tourists feel the specificity of the local culture, and cannot have an effective impact.

3) Monotonous forms of volunteer participation

At present, rural tourism has a large popularity in the country, but the form of local rural tourism resources and culture propaganda is relatively simple, lack of differences. However, most of the volunteer teams of college university students lack innovative consciousness and ability, and the rural resource cultural activities organized by them are single in form and monotonous in content, which cannot meet the actual cultural needs of tourists, and fail to make tourists feel the actual connotation and far-reaching influence of local culture. Moreover, in the era of new media, many rural tourism scenic spots fail to carry out communication by combining new media platforms and technologies due to the limited capacity of management personnel. University student volunteers should be the main force to broaden the spread of rural culture, but they fail to play a role due to consciousness or work arrangements.

4) Insufficient depth in exploring tourism culture resources

In the theory of cultural psychology, culture is an important factor affecting individual psychology and behavior, and it will affect people's way of thinking, emotion, behavior and interpersonal relationship^[5,12,21]. Most university students who grow up under the influence of urban culture may have a misunderstanding of rural cultural resources because of the different cognition^[5].

Rural tourism is not only to provide tourists with a simple travel experience, it also carries the mission of spreading the historical culture and revolutionary spirit, and is an important bridge connecting the past and the present and inheriting the cultural gene. However, in the current practice, university student volunteers do not have enough depth to dig the culture of tourism resources in the process of cultural inheritance and innovation in rural tourism. Although university volunteers have certain learning ability and enthusiasm, their theoretical literacy and practical experience are limited. When they learn and reproduce rural culture, they often lack systematic theoretical study of culture and in-depth understanding of historical background, and it is difficult to comprehensively and accurately interpret the cultural connotation of scenic spots. They may focus on the superficial understanding of the story telling and exhibition interpretation, and fail to dig deeply into the deep historical significance, character stories and value of times behind the scenic spots, resulting in the breadth and depth of rural culture inheritance limited. The integration with local culture is also insufficient.

5) The integration of volunteer participation and rural revitalization is not comprehensive enough

University students volunteer participation plays a crucial role in the inheritance of rural tourism culture. They not only bring fresh vitality and innovative thinking to the countryside, but also promote the deep integration of culture and rural revitalization. But there are still problems such as insufficient integration and insufficient transformation and utilization of tourism cultural resources presently. Rural culture does not exist in isolation, it is rooted in specific regional culture and folklore. In the process of volunteer participation, university volunteers sometimes fail to fully understand and make use of this point. This phenomenon of cultural separation not only weakens the appeal of culture, but also affects the sustainable development of rural tourism. Many tourism attractions and activities have not been closely integrated with the daily life and economic development of the countryside, and have failed to fully tap and demonstrate the deep value of culture, and have failed to transform it into a new driving force for the comprehensive revitalization of the countryside. Therefore, strengthening the participation and innovation of university student volunteer participation in the inheritance of rural tourism culture and promoting the deep integration of culture and rural revitalization are effective ways to solve the current dilemma and stimulate the potential of rural development.

6) The deviation of cognition and motivation leads to the unsatisfactory psychology effect of rural culture on university student

Many university student volunteers fail to realize the importance of themselves as the subject of cultural inheritance and innovation, let alone the significance of rural cultural to the revitalization of rural areas^[8,11,18]. Some universities simply regard volunteer participation as free service and selfless dedication, neglecting the "egoistic" motivation in volunteer participation^[7]. Some universities have established the corresponding incentive mechanism for volunteer participation, but the incentive means are mainly spiritual incentive and only pay attention to commendation^[11]. Some of them hold conformity motivation of volunteer participation, which means their participation in rural culture inheritance and innovation is due to the psychology of following the trend and curiosity about rural cultural activities or volunteer participation^[18]. Some students volunteer for a utilitarian motivation, to complete credit requirements, or to receive praise of others^[11]. Lacking of intrinsic motivation leads to a low persistence and frequency of volunteer participation^[8,11]. Weak motivation of volunteers leads to insufficient service outcome. The cultural inheritance and innovation volunteer activities organized and carried out cannot meet the actual cultural needs of villagers, resulting in the villagers' boredom with cultural activities. In this case, it is impossible to cultivate the enthusiasm and interest of rural people for cultural construction, and it is impossible to effectively carry out cultural

communication^[7]. For the same reason, the positive shaping of rural culture on the psychology and spirit of villagers and college volunteers cannot be reflected.

4. Suggestions

4.1. Promoting strategies of university volunteers in the inheritance and innovation of rural tourism culture

The challenges faced by university students volunteer participation in cultural inheritance and innovation need to be solved by improving the mechanism, increasing the pertinence of content, innovating the forms of activities, deepening the mining and innovation of red cultural resources, and strengthening the integration of rural revitalization and volunteer participation.

(1) Strengthen the construction of volunteer teams and promote the institutionalized development of rural tourism volunteer participation

In view of the imperfect mechanism of volunteer team construction, measures such as strengthening organization and management, providing professional training, and building a diversified team structure can be taken to strengthen the construction of volunteer participation and promote the institutionalized development of rural tourism volunteer participation. University league committees and other volunteer participation management departments should strengthen organization and management, actively carry out volunteer training, and improve the service level and professional quality of volunteers. First of all, establish a clear team goal and vision, so that each member can understand and identify with the dual mission of culture inheritance and rural revitalization pursued by the team, and enhance team cohesion. Secondly, it is necessary to build a diversified team structure, encourage cross-professional and cross-grade students to join, and form a member structure that includes tourism management, ideological and political education, history, communication and other backgrounds, so as to think and serve the tourism cultural project from multiple perspectives. Hold regular team meetings to share progress, solve problems, and promote communication and collaboration among members. Regularly organize lectures on culture knowledge, field visits to historical sites, and lectures by experts, etc., to improve volunteers' understanding and communication ability of culture. At the same time, rural tourism management, marketing, event planning and other related skills training are provided to enable volunteers to participate tourism projects more effectively. At the same time, the volunteer participation skills improvement workshop can be held in rural tourism scenic spots to improve volunteers' personal quality and teamwork ability, laying a solid foundation for long-term service. For volunteers who have excellent performance and are willing to participate for a long time, we will provide continuous career planning guidance, further study opportunities or internship recommendations, and encourage volunteers to join the formal work team of tourism culture inheritance through the western Region plan, the student selection plan or the township civil servant recruitment exam, so as to form a good connection from volunteer participation to career development, and enhance the sustainability of volunteer participation.

(2) Enrich the forms of volunteer participation and promote the in-depth development of participation content

The specific measures to optimize rural tourism volunteer projects are to carry out preliminary research, accurately locate needs, and design cultural volunteer projects in line with rural characteristics and actual needs. Carry out preliminary research to accurately locate needs. Before organizing volunteer activities, conduct field visits in rural areas to understand local tourism resources, cultural background, community needs and challenges. Collect first-hand information through questionnaires, interviews with villagers and

managers of tourist attractions. Based on the survey results, cultural volunteer projects that meet the rural characteristics and actual needs are designed. For example, to solve the problem of insufficient dissemination of red stories, the project of "Red Story narrators" can be designed; For the insufficient development of tourism resources, voluntary participation of "tourism route planning" can be carried out. Diversified activity design to enhance the sense of participation of villagers and tourists. In addition to the traditional explanation and tour, creative workshops (such as handicraft production, song creation), interactive experience activities (such as history experience, role playing games), cultural exchange forums and other forms are introduced to make the volunteer participation of tourism culture communication more lively and interesting, attract more tourists to participate, and strengthen tourists' differentiated travel experience. Combining online and offline, the university student volunteer team uses the Internet and social media platforms to carry out online story sharing, live broadcasting to promote local tourism products, online education courses, etc., to broaden the influence and participation of volunteer participation.

(c) Promote the integration of professional and voluntary participation, and promote the diversified development of voluntary participation

When planning volunteer activities, fully consider the professional background of university students, and match volunteer projects and positions according to the majors of university students, so that students can use professional knowledge in practical operation, and realize the close combination of theory and practice. To broaden the ideas of volunteer participation, the connotation and extension of university students' rural tourism cultural volunteer activities are very broad. For example, college students majoring in art and design can become designers of rural red tourism resources cultural products. At present, most of China's rural tourism scenic spots lack the satisfaction of consumers' demand for personalized tourism souvenirs, and are slightly lacking in cultural tourism products. University students are more interested in cultural tourism products and better understand the interest points of the trend. Let university students volunteers, especially those with a background of fine arts and design, participate in the design of creative cultural products of rural red scenic spots. On the one hand, let them know more about the story of scenic spots; on the other hand, let the souvenirs of scenic spots better meet the market demand and extend their life cycle. In addition, university students majoring in geography and tourism management can also participate in the development and design of rural routes. University students are more capable and experienced in collecting and processing online information, and can carry out rural tourism route planning from the perspective of tourists. University student volunteers with a background in art can make use of resources in the countryside, such as revolutionary historical sites, memorials, etc., to carry out cultural and artistic activities, while creating related literary and artistic works, such as dramas, songs, etc., to show the unique charm of rural culture in the form of art.

(4) Integrate the characteristics of rural tourism resources and promote the brand development of rural tourism culture

Give full play to students' professional expertise helps build a tourism brand project with rural cultural characteristics. Organize university students to conduct in-depth field investigations, learn about local history, folk customs, natural landscape and other cultural resources, dig out the stories and values behind them, and provide rich cultural connotations for volunteer activities. In combination with local cultural characteristics, volunteer activities with local characteristics are designed, such as cultural performances combining red stories and local folk customs, hiking expeditions combining tourism routes and local natural landscapes, creative markets combining culture and local handicrafts, etc., so that volunteer activities become a window to show and spread local culture. At the same time, build a bridge of cultural exchange, strengthen the

communication platform between university students volunteers, local villagers and managers of tourist attractions through forums and workshops, promote the understanding and respect of each other's cultures, jointly explore the integration path of tourism culture with modern life and local culture, and combine folk customs and customs. Create a tourism culture brand with rural regional characteristics. Through brand construction, expand the influence of culture, and promote the tourism industry to create economic benefits for the revitalization of rural areas with actual economic benefits.

(5) Understand students' psychology and construct appropriate incentive mechanism

Universities should build up incentive mechanism of volunteer participation on the basis of a thorough understanding of students' psychology and needs. Firstly, universities should correct the misunderstanding of volunteer participation, focus on the psychological influence on students of rural culture and the development significance of volunteer participation for students, encouraging students to invest in the inheritance and innovation of rural culture with correct motivation and service attitude^[11]. It is also important to understand the needs of volunteers and build a diversified and personalized incentive mechanism^[18]. At the same time, universities should strengthen the internal relationship with government enterprises and formulate incentive means for cultural volunteer participation^[23]. Research shows that university volunteers generally hope to get certificates or public praise, but praise and certificates from non-authoritative institutions might lack social recognition, and it is difficult to constitute a strong motivation for students to volunteer. Therefore, universities should cooperate with authoritative institutions and adopt unified incentive methods or evaluation methods to encourage students who have made outstanding contributions to the inheritance and innovation of rural culture and improve their enthusiasm for volunteer participation.

On the basis of defining the role and function of university students volunteer participation in rural tourism, this study discusses the challenges faced by culture inheritance of university students volunteer participation, and finally analyzes the specific actions and strategies taken by university students volunteers in cultural inheritance. This study not only helps to deepen the understanding of the role of university students volunteer participation in rural tourism, but also provides a useful reference for promoting the sustainable development of rural tourism. With the continuous deepening and development of university students volunteer participation in rural tourism, its role in cultural inheritance and innovation will be more significant, injecting new vitality into the comprehensive revitalization of rural areas. It is hoped that the improvement strategy proposed in this study can effectively improve the efficiency of university students volunteer participation in the inheritance of rural tourism culture, tap the social and economic value of culture, consolidate the cultural cornerstone of high-quality development of tourism, further promote the sustainable development of rural tourism, and achieve a win-win situation between culture and rural revitalization.

Conflict of interest

The authors declare no conflict of interest.

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