

Review

# Culture integration and rural tourism development: A scoping literature review

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**Abstract:** Rural tourism plays an increasing role in sustaining sustainable rural development. Integrating culture in rural tourism is multifaceted. Local communities have often been regarded as homogeneous and different voices internally is selectively presented or re-interpreted by powers. A better understanding of how and why cultures are integrated into rural tourism is urgently needed. This paper aims to investigate: (1) what are the aims and motives of tourism managers to integrate cultural concepts into rural tourism; (2) who has participated in the cultural integration process; and (3) how cultures have been integrated into rural tourism. Based on a scoping literature review, we find that cultures could add more attractions, such as historical heritage, artwork, cultural landscape, customs, food, and language, to the natural landscape and bring more tourists to rural areas. However, integrating cultures into rural tourism is not always successful. Conflicts of interests among different stakeholders are often found too. Some worst culture-integration cases even destroyed the original natural landscape and local cultures. While culture integration is complicated, injustice and preserve effects do not have to be a consequence of integrating cultures into rural tourism. Two-way communication among tourism provider, managers and demanders can mitigate disruptive outcomes and unlock positive social outcomes.

**Keywords:** cultures; heritage; indigenous knowledge; local people; losers; management; rural stakeholders; tourism; winners

## 1. Introduction

Many rural areas are now being challenged as never before by urban sprawl and agricultural restructuring [1]. To revive rural areas, rural tourism in developed countries and regions like Japan, Australia and France, and more recently in China, Romania, Mexico and other developing countries and regions have been described as an approach to revitalize rural space [2-5]. Rural tourism is adopted by peripheral areas to achieve socio-economic regeneration and development that can benefit all communities in rural space [6]. Accordingly, rural tourism has been increasingly considered and applied as a silver bullet to creating leisure space [3], exploring sustainable development opportunities [7], inheriting local cultures [8], conserving heritage and protecting ecology [2]. More recently, the outbreak of COVID-19 pandemics highlights the need for rural tourism for domestic and local communities caused by destructive international tourism and travel [9].

Tourists are attracted to rural areas by a wide range of natural and cultural resources, associated infrastructure, interpretative facilities, as well as provided goods and services [9, 10]. Although culture and tourism are always inextricably linked [11, 12], deliberately integrating culture into rural tourism is believed that can add more attractions, such as folklore and valued landscapes, to existing natural landscapes, and are more broadly and growingly adopted [13, 14]. Additionally, culture-integration also inherits traditional and local cultures and confluent with modern world to co-produce new products, services, knowledge and skills [15-17].

However, culture integration is not always successful. For example, the development of culture tourism in Bali, especially the Benoa Bay Reclamation, has vanished local culture in many aspects, such as traditional buildings and sacred locations for indigenous ceremony [18]. The integration of culture has no respect to local communities and country, and local people feel that they and their cultures are a public display of bodies, which is similar to animal tourism in zoos and aquariums [18].

In addition, some illy directed integrations have damaged or destroyed original natural resources and traditional cultures. For example, trophy hunting was introduced to Khunjerab National Park in Pakistan as a sustainable approach, which can both enhance local peoples' livelihood and conserve ecology [19]. However, the trophy hunting has been poorly managed and harvested wildlife unsustainably. In addition, it unbalances the food chain and disturbs wildlife habitats, increasing human-wildlife conflicts, such as between local villagers and snow leopards [19].

Some culture-integration practices have not helped the conservation of natural landscape nor culture inheritance but has destroyed original cultural heritage and resilient ecosystem. For example, the Xiagei Hot Spring in Shangri-La County, China, is a typical geological landscape formed by hot spring and is known by its marvelous spectacles, such as the hot-gas injection hole. However, without clear understanding the geological structure, the tourism developers attempted to turn the air jet hole into a 'sauna' place and destroyed the hot-gas injection scene, resulting in serious damage to the rare tourist geological landscape [20]. Also, the Fjaðrárgljúfur (also known as feather river canyon') in southeast Iceland has experienced increased vandalism, littering and noise cause by the growth in tourism, especially after the release of 'Game of Thrones' in 2017 [21]. Some local people are also priced out of the housing market due to increasing housing price and buyers [21].

Approaches, such as integrated rural tourism [22] and community-led tourism [23], are proposes to empower or centre on the local community in planning and managing tourism development to integrate cultures sustainably, in parallel with territory development, culture inheritance and ecology conservation [24, 25]. Empowering local communities has become another silver bullet and diverge from managing the competing values among diverse stakeholders in tourism development. Although most included studies report the benefits of culture integration in rural tourism. successful cases reported may only represent a small proportion of all culture-integration cases. The relatedly less reported cases may require at least the same amount of attention. It is the reason why a scoping review study is urgently needed.

Integrating culture in rural tourism is multifaceted [24, 26]. Local communities have often been regarded as homogeneous and different voices internally is selectively presented or re-interpreted by powers, such as local governments and capitalists [23, 26]. Uncovering why and how culture has been integrated helps us to identify winners and losers of tourism development, and further explore more just approach to grow tourism.

This research aims to dismantle the homogeneous view of culture-integration in rural tourism and asks three questions. First, what are the aims and motives of each stakeholder to integrate cultural concepts into rural tourism. Second, who has participated in the cultural integration process and what are their attitudes. Third, how cultures have been integrated into rural tourism. Discussing these three questions helps to advance the understanding of rural tourism and its management by exploring the complex attitudes of and interactions process among different stakeholders. The rest of paper was formed into four parts. First, it provides a general overview of the considerations and practices of integrating culture into rural tourism and presents different themes of cultural integration in different countries and regions. Second, it identifies the roles of a range of stakeholders participating in tourism management and how they affect cultural integration in tourism. Third, it categorizes three levels of cultural integration in rural tourism from the available literature. The paper finishes by synthesizing the findings and providing policy implications.

## 2. Materials and Methods

Scoping studies (or reviews) is an increasingly popular approach to reviewing evidence to convey the breadth and depth of a field [27, 28]. Scoping reviews differ from narrative reviews and systematic reviews because the scoping review aims to determine the coverage of a body of evidence on a given topic rather than to synthesize the literature in a systematic approach [29]. Identifying and mapping the available evidence is the focus of scoping studies [30].

This paper adopts a scoping review approach because we want to map the landscape of different stakeholders' values and interactions among them in the process of integrating culture into rural tourism development. Additionally, a scoping review approach also allows us to reinterpret the literature analytically [29]. Thus, a scoping review was undertaken based on the framework of Arksey and O'Malley [31] to understand how and why cultures are integrated into rural tourism. The following sections outline five steps of our scoping review.

### *Step 1: Identifying the research question*

This step requires identifying a guiding research question based on research goals. The research question needs to include three elements: population, intervention and outcomes [31]. Our research question is "What is known from the existing literature about aims and motives of (outcome) integrating cultures into (intervention) rural tourism (population)?"

### *Step 2: Identifying relevant studies*

A search string is made by using Boolean operators (including OR, AND, NOT, quotation marks, wildcards and brackets): ("rural tour\*" OR "rustic\* tour\*" OR "countryside tour\*" OR "exurban tour\*" OR "out-country tour\*" OR "undeveloped tour\*" OR "arcadian tour\*" OR "out-of-town tour\*") AND ("cultur\* attraction\*" OR "minorit\* cultur\*" OR "ethnic cultur\*" OR "indigenous cultur\*" OR "aboriginal cultur\*" OR "local cultur\*" OR heritage OR "tradition\* cultur\*" OR festival\* OR "cultur\* activit\*" OR "cultur\* event\*") AND (plan OR aim\* OR animus OR intent\* OR purpos\* OR thinking OR object\* OR occasion\* OR cause\* OR reason\* OR rational\* OR why OR incentiv\* OR motiv\* OR impetu\* OR stimul\* OR encourage\* OR induce\*). The search string was applied to Web of Science (WoS) Core Collection (1900-present) on 8th March 2022.

### *Step 3: Study selection and charting the data*

After exporting searched records (n=169) from WoS Core Collection, records were screened by following the procedures in Figure 1. Only peer-reviewed journal articles were included. Exclusion criteria specified articles both including culture and rural tourism. Searched records were read and assessed by every author independently first. All authors then gathered and discussed the assessment results. Articles were only included until reaching agreements among all authors.

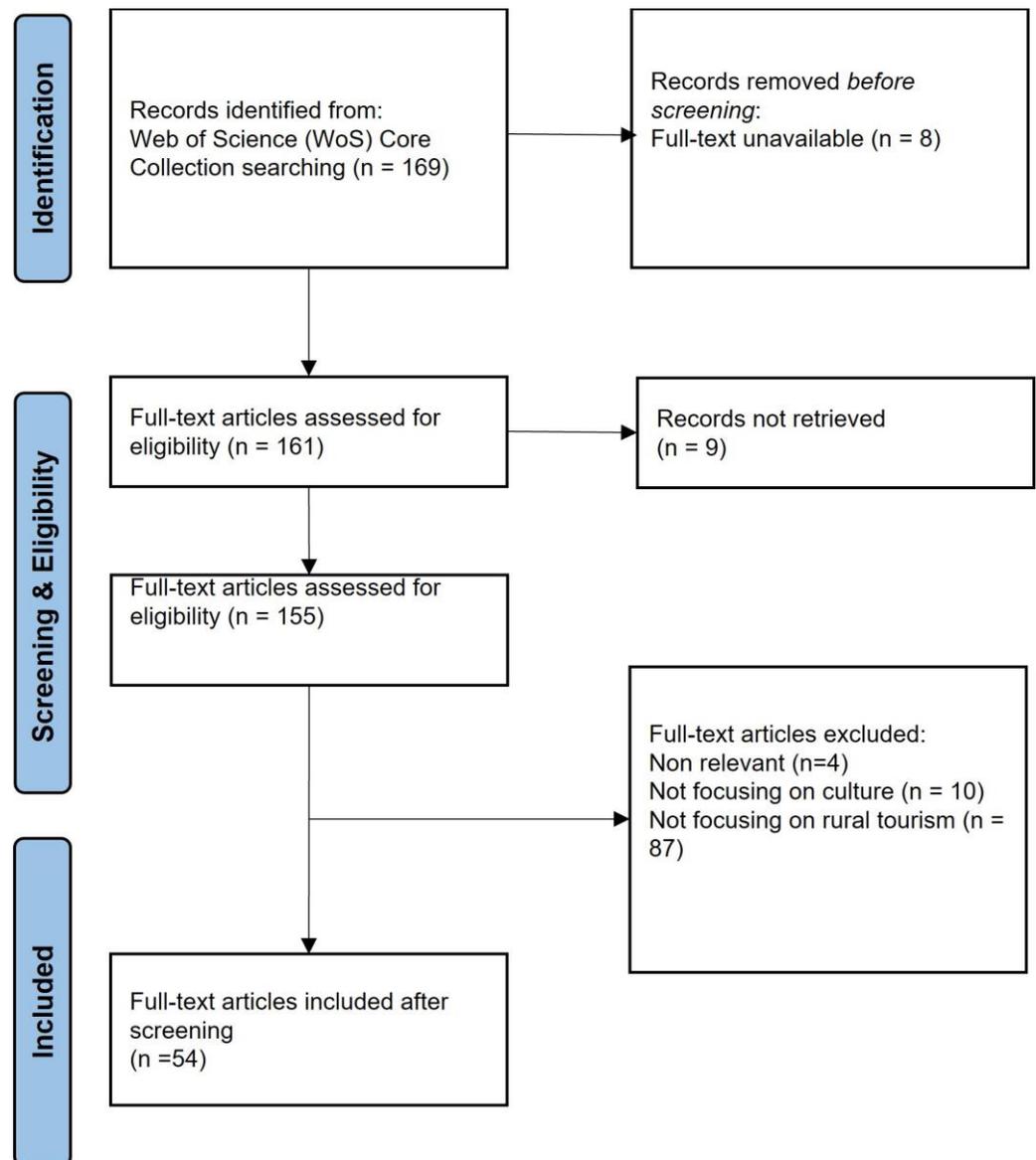


Figure 1. Flow diagram of literature search strategy and review process

#### Step 4: Collating, summarizing and reporting the results

Eighty-seven articles were included in this research after screening. The screening outcomes are presented in Supplementary Document 1. All articles were then categorized based on a narrative or thematic approach, proposed by Arksey and O'Malley [31], to present a narrative account of existing research. It is because scoping study tends to summarize and present the themes and findings evenly, including theoretical or conceptual positions adopted by authors [29]. This approach fits our purpose of identifying the holistic landscape of culture-integrated rural tourism by considering the different geographical locations, participated stakeholder and integration forms.

### 3. Results

#### 3.1 Roles of culture integration to sustain rural tourism

Although rural areas provide abundant natural attractions, including landscape, fresh air, natural views, plants, and wildlife, cultural elements can bring additional opportunities for tourism development and preserve unique connections between tourists and destinations [32].

Culture is defined by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as "the set of distinctive spiritual, material, intellectual and emotional

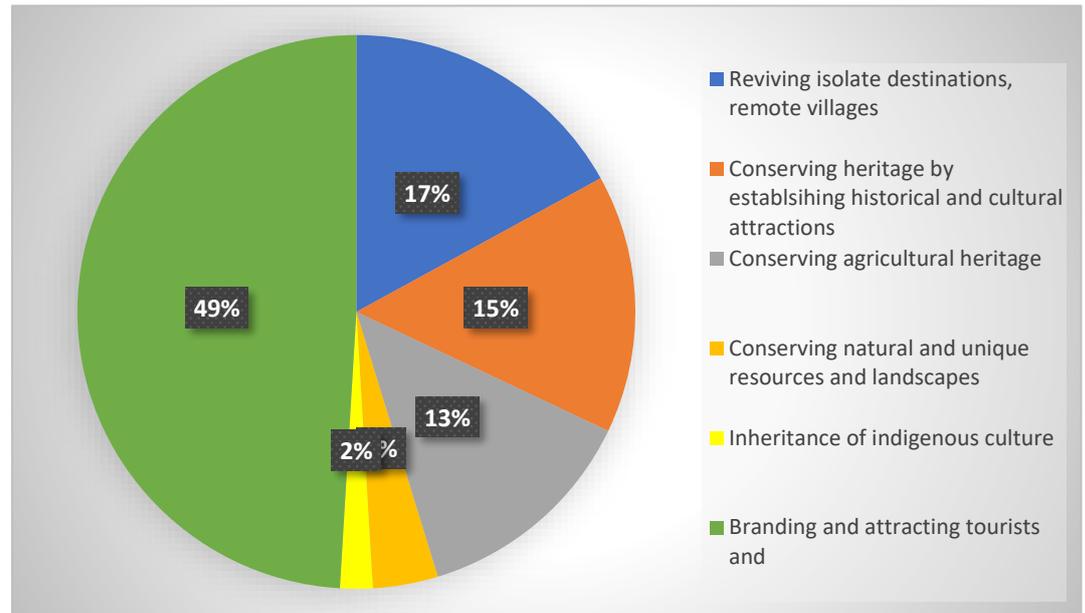
features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs" [33]. Thus, culture integration can offer new experiences of tourism since cultural tourism contributes to the conservation of cultural assets [34]. Local cultures and heritage can be better preserved to build sustainability of rural tourism, relying less on exploitation of resources, such as deforestation, commercial farming and destructive recreational activities [13]. For example, cultural tourism induces a new trend of accommodation in traditional countryside. The Hobbit House, Bag End, the Mill, the Party Book, the Green Dragon Inn and other scenes from the Lord of the Rings and Hobbit fantasy movies attract millions of tourists with the unique culture of Hobbiton [35].

In addition, the culture-integrated rural tourism opens a window for cross-culture communication and the invention of new cultures, such as a new school of arts. Tourism activities with a mixture of local resources and culture are unique attractions to the tourists, and it can also be regarded as part of a larger process of rediscovery of traditional local architecture and functional components of rural space [36]. For example, the Cologne Art Fair in 2022, which is an eye-catching mix of old and new, modern and traditional-antique curios and modern sculpture; annatto collection and modern brand design and so on-attracting people who are interested in arts to visit Germany as tourists [37]. Not only can this kind of tourism strengthen communication and connection of tourists and destination and of memory and culture, but it also creates a bridge between ancient and modern society to induce innovative achievement.

However, the culture integration will also commodify local cultures and diminish local identity of communities with the development of tourism consumption [11]. The social cost will be lifted by capital-intensive development and local communities were largely excluded from decision making. For example, to attract more tourists, the local villagers living in the Yellow Silk Village in Ala Town, Fenghuang County, was forced to relocate from their original villages to a new place to develop the historical rampart built in 687 A.D. during the Tang Dynasty as a new tourism attraction [38]. In the following sections, we present why culture is integrated into rural tourism by different countries, views from different stakeholders during integration and how culture was integrated.

### *3.2 Lessons from different geographical locations*

We categorized literatures in countries and explored why culture were integrated into rural tourism. Full results are presented in Table A1 in the Supplementary Material. Figures 2 below summarizes a narrative account of six themes: (1) Reviving isolated destinations, remote villages; (2) Conserving heritage by establishing historical and cultural attractions; (3) Conserving agricultural heritage; (4) Conserving natural resources and landscape; (5) Inheritance of indigenous culture and (6) Branding and attracting tourists.



**Figure 2.** Six themes of integration incentives identified from included studies

The first theme describes that remote and isolated regions having heritage utilize their local cultures to attract tourists and revive local economy ultimately. For example, local wisdom of people living in Tugu Utara Village on musical instruments and managing physical and spiritual environment is translated into tourist attractions and facilitate the tourism development of West Java [39]. Tourists are fascinated about the unique local characteristics and philosophical values, including proverbs, handicrafts, architecture, culinary, kesenia reog, lute fultue and traditional keris weapons [39]. Tourist are willing to spend more time at different destinations and experience diverse cultural activities. The revenue and employment opportunities brought by tourists could improve the local economy and increased its popularity.

The second theme describe that tourism managers adopt culture as an approach attracting tourists and branding. Such integration attracts global tourists by providing local food, special festivals, and other cultural resources. For example, local food and related festivals could attract tourists having preference for food to stay at the destination to taste different local food and celebrate festivals with the locals. Culture integration can also increase the length of stay of tourists at destinations [40]. Moreover, having culturally diverse activities is an opportunity to increase touristic experiences, meeting the tourists' demands in rich experience during traveling [40].

Conserving heritages by establishing historical and cultural attractions is the third theme identified from literature. It aims to use tourism to attract resources and attentions to conserve local heritage. For example, mural-based tourism, filled with ancient stories and elements, is a certain strategy to conserve historical and cultural heritage of the Saskatchewan communities [41].

Conserving agricultural heritage by providing manifold agricultural activities to tourists representing the fourth motive of integrating cultures into rural tourism. Agricultural traditions are important parts of way of life and culture for local people living in rural areas. Conserving agricultural heritage can provide new tourism activities, such as fishing, fruit picking and food making, and sustain local people's traditional way of living [42].

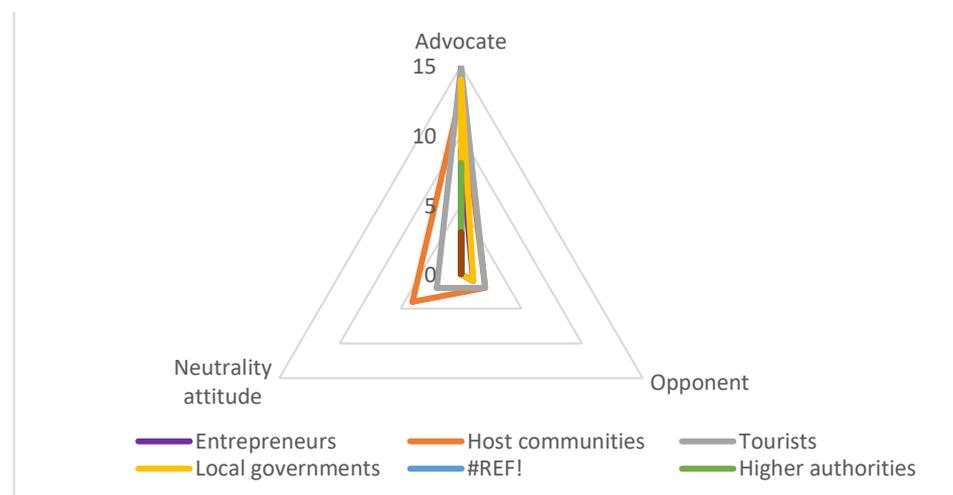
For example, many family farmers around the world transform their farm to the agritourism destination by providing fruit-picking activities [43-45]. This business model helps to conserve agricultural heritage and bring opportunities for little-known agricultural destinations and resources [43].

The fifth theme describes the motive that culture has been integrated into rural tourism to conserve natural and unique landscapes. Local cultures, such as sounds of waterwheels and indigenous rock arrangement, can be integrated into natural landscapes to create unique cultural scape, such as soundscape, to offer fresh experiences to tourists [46, 47]. It offers additional value on existing landscapes and provides more incentives to conserve the landscapes. For example, a specific garden in Brazil was designed by famous designers and collectors, who utilize the local topography, and collect local plants transplanted to the new rural garden. Such method helps conservation of unique natural resources by providing coddling by garden's managers, since they have responsibility to guarantee enough flows of tourists to garden [48].

The last theme introduces the motive of inheriting indigenous culture in rural tourism. For example, Uygur has its own minority cultural like art, music, festivals, food and costumes [49]. However, these has been neglected by tourism managers in the past, which hamper the inheritance of minority culture. Nowadays, tourism in Uygur pay attention to such integration [49]. Uygur performers, who wear traditional Uygur costumes: the chapan (jack- et), koynek (shirt), and doppa (skullcap), display songs (naksha) and a series of energetic traditional dances accompanied by Uygur instrumentalists to tourists [49]. It avoids losing this valuable culture like other common tourism.

### 3.3. Stakeholder analysis

Advocates, opponents, and people preserving an attitude of neutrality represents three different views among stakeholders on integrating culture into rural tourism. As shown in Figure 3 below, over 84% of identified stakeholders in literature are advocates. Opponents and people with neutrality attitude only comprise around 8% respectively. Advocates are found in all stakeholder groups in literature. Higher authorities, NGOs and Indigenous people are full advocates because included literatures believe culture integration can promote tourism, conserve the environment and inherit local heritage (Table A2 in Supplementary Document).



**Figure 3.** Different views on culture integration into rural tourism among stakeholders

When it comes to expectations of these stakeholders, tourism providers, such as entrepreneurs, need opportunities of business for incoming travel, and the bigger operation space are important such as marketing in the mutual tourism. Tourism manager, such as the local government, need to promote and manage local resources and services. Tourism demanders, i.e., tourists, look forward to new activities they cannot experience in cities, such as unique soundscape, clean environment, beautiful scene, and cultural festivals.

To uncover the complex process of culture integration, opponents and their views are needed to be understood and highlighted. Opponents are found in stakeholder groups of entrepreneurs, host communities, tourists, and local governments (Figure 3). Some

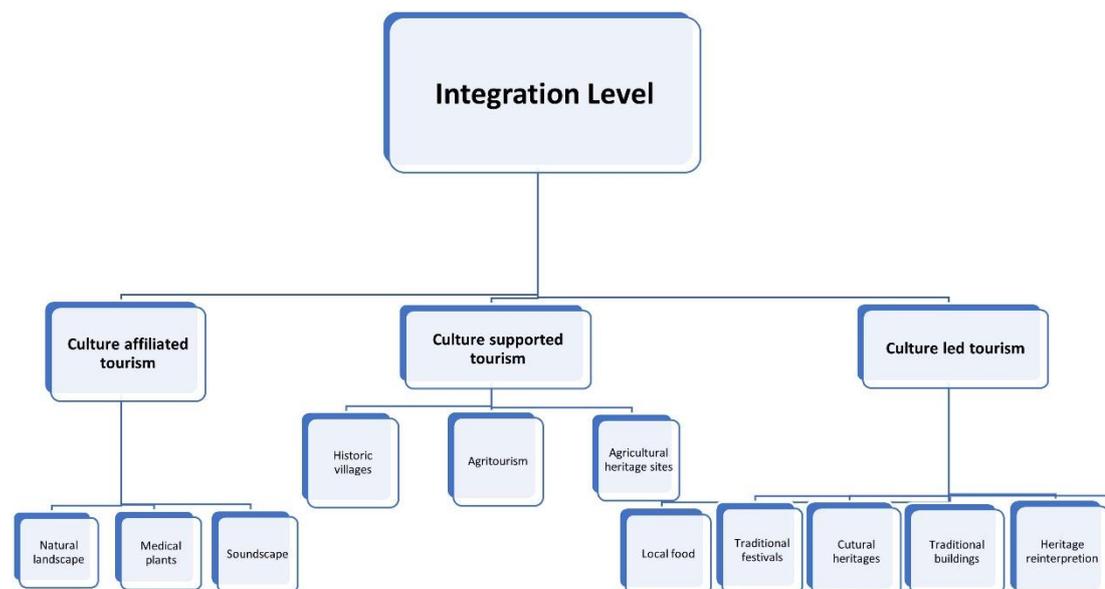
entrepreneurs concern that culture integration needs lots of new investment but bring little profit. Local new businesses are also concerned of the competitive local real estate market. For example, the popularity of hotels is promoted by the revitalization of a peripheral village in Mértola, which leads increase in the number of chain hotel, reducing profits entrepreneurs can make [50]. In addition, entrepreneurs could be concerned about trend of agritourism, which is transformed from standard farms, such as whether tourists cannot be attracted to Nova Scotia to pick up fruits [36].

Similarly, some tourists also worry about the increasing cost in rural destinations after culture integration. For example, some culture-integrated trips will add additional cost to tourists and may make them less interested. ecological environment, rather than cultural products or heritage, are more popular for tourist to pay for them when the prices are increase with the growth of visitor's flow [51]. In addition, tourists could not be interested in some of the culture integration activities, for example, some people prefer to visit natural landscape of Chengdu Plain rather than local food, so they are unwilling to pay for it [51].

Local governments may also be bothered by whether large-scale culture integration projects will become a new financial burden. Culture integration often requires investments on improving landscape and heritage elements. For example, the Chengdu Municipal Government in China expressed their concerns on more funds and efforts to refurbish the original site. It is uncertain if tourism revenue can offset the financial cost [51]. Higher authorities are aware of emerging and extending non-consensus among different stakeholders during culture integration [15]. Moreover, host communities could not be satisfied with the culture integration process and outcomes [52]. Host communities are uncertain about the benefits and costs brought by culture integration, such as environmental impacts [15]. They are also concerned about cumulative impacts of quick influx of capital, such as their disappearing voices in decision making [53].

#### 3.4. Integration levels of cultural considerations into rural tourism

Cultures have been widely and increasingly integrated in rural tourism but how cultures are integrated remains to be a complicated issue. Based on included 54 studies, we identify three different levels of integration (Figure 4), which are culture affiliated tourism, culture supported tourism and culture led tourism (Table A3 in Supplementary Material).



**Figure 4.** Three integration levels of cultural considerations into rural tourism and illustrations

Culture-affiliated tourism describes rural tourism led by unique sightseeing that do not have direct relation to local culture. The main attractions for tourists are natural

components, including natural resources, natural aesthetic and soundscape. Cultures play accessorial roles in attracting tourists, such as higher rating [54] and ecotourism trips [55]. For example, Shenquan ecotourism scenic spot, located in Toketo County, Hohhot City, Inner Mongolia, attracts tourists with its entitled national AAAA certificate [56]. The biggest highlight of the scenic area is the unique Yellow River Kubuqi desert and wetland grassland, but also has the God spring and Yunzhong ancient county cultural and history tourism resources, which are based on the special topography [56].

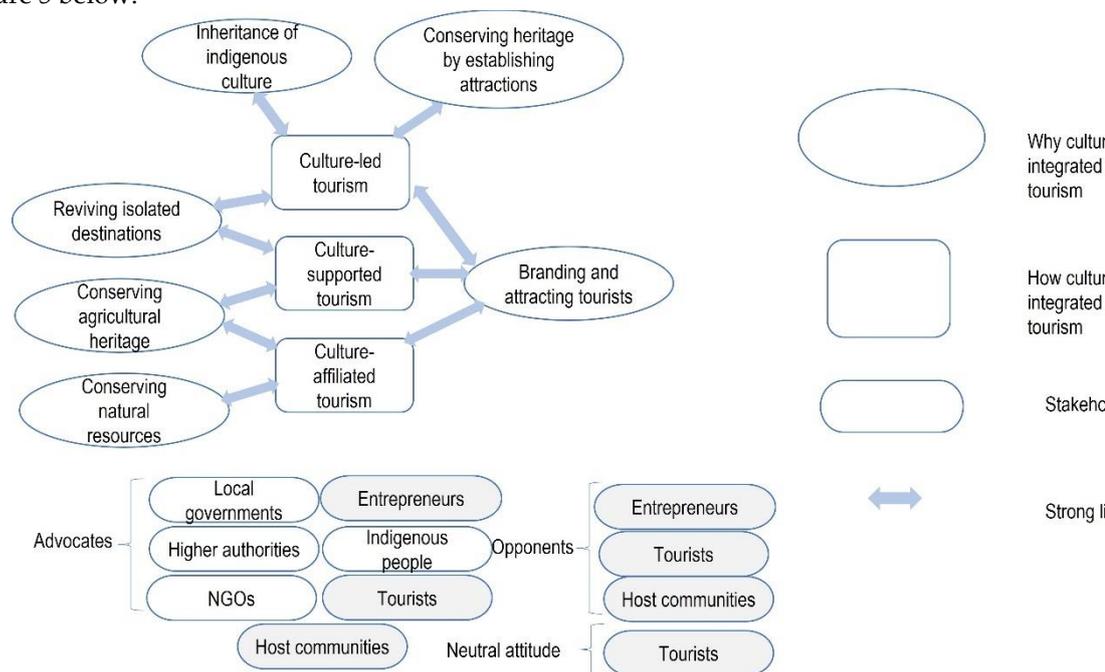
Culture-supported tourism normally includes a significant culture part, such as indigenous herbal knowledge [2]. However, it also closely relies on natural resources or landscapes, such as the Tiger Leaping Gorge along the Jinsha River, China [57].

Stonehenge is a famous cultural temple site of prehistoric times in Europe, which was built in the method of ‘Soil tuen’ [58]. Although there were many historic stories of establishment of Stonehenge, it is primarily famous for its location and the natural scenery: on the summer solstice each year, the two stones line up with the sun rising on the other side of the horizon [58]. Farm tourism also plays an important role in culture-supported tourism. Tourists can escape from urban environment and get more touch with the nature by following the farming traditions, such as fruit picking [59]. For example, over 80% of accommodation in rural areas of East Germany is provided by farms [60].

Culture-led tourism represents rural tourism led by local cultures and heritage, including indigenous knowledges, arts, cultural souvenirs, food, historical landscapes and cultural landmarks. The main attractions for tourists are the diversity and disparity of cultures. Indigenous knowledges and wisdom of herbs, water, land, animals and seasons offers new experiences for tourists to know the world and communicate with the nature [61-63]. For example, indigenous knowledge of the underwater environment could contribute to the development of diving tourism in Indonesia [64]. Local food is also a main attraction for tourists under this sort of tourism. For example, around 57% tourists surveyed in Norwegian region said that local food is significant for their trips to visit rural destinations [65].

#### 4. Discussion

As we shown in the previous section, culture integration should not be converted into a panacea to solve all the ‘development’ problems of rural areas. It involves complicated integration process intervened by different stakeholders. Win-win solution are not always possible. To further highlight the significance of why and how culture is integrated into rural tourism, we synthesize the results of sections 3.1, 3.2, 3.3 and 3.4 together in Figure 5 below.



**Figure 5.** A synthesis of scoping review results of culture integration in rural tourism

Branding and attracting tourists has close relation for any types of integration. Motivation and satisfaction are two notions broadly studied by tourism scholarship and the core of these two concepts is tourist [66]. It is the reason why the consensus objectives of most culture integrating actions are to meeting different demands of tourists. Tourists are the main body of all kinds of tourism, only they come to these destinations can culture-integrated tourism have effects as expected. Therefore, branding to create a strong and positive perception of tourism destinations is fundamental to all of the culture-led tourism, culture-supported tourism, and culture-affiliated tourism. However, tourist is not a single group that everyone has the same values, interests and beliefs. As shown in Figure 5, they can have rather different views on culture integrating actions. For example, there are tourists who are not interested to the local food are swayed between the advocate and opponent. An oversimplification of tourists and their participation in tourism as consumers is ill-directed and may overlook the complex interaction among different stakeholders as we shown in Section 3.

Inheritance of indigenous culture and conserving heritage by establishing attractions play significant roles in promoting culture-led tourism. Culture-led tourism attracts tourists mostly based on its cultural component. Indigenous culture and local heritage are diverse and are able to offer a range of different experiences. For example, tourists flock to some famous heritages, museums and temples, such as the Angkor Wat, the Prambanan Temple, the Borobudur Temple and Potala Palace, and are exposed to unique local cultural and beliefs to histories, enshrine and worship [67, 68]. Symbolized culture elements, such as indigenous festivals, indigenous music, cultural activities and food, are also popular cultural elements that are integrated into rural tourism to attract specific groups of tourists who have strong interests in different cultures [39, 40]. Using local wisdoms as the tourist attractions which can be promoted into a sustainable tourism paradigm and extend the stay of tourists [39, 69].

Reviving isolated destinations has strong relations with culture-supported and culture-led tourism, which is based on the complimentary between natural resources and cultural backgrounds. Isolated villages usually have affluent aboriginal culture and untamed natural land like lakes and forests, which can appeal to many visitors [1, 70]. Thus, reviving these destinations can raise their visibility and then develop tourism through publicity. This is mainly achieved by providing local accommodation with cultural elements, including food or souvenirs. Also, agricultural tourism has become increasingly popular among tourists who look forward agricultural activities, like picking fruits [42, 71]. Agricultural tourism is mainly led by local farms and it is an important approach for promoting culture-supported and culture-affiliated tourism to conserve agricultural heritage [71]. Conserving natural resources has strong relations to cultural-affiliated tourism, whose cultural component is floating on the top. For example, the Lake Taupo in New Zealand, the Pink Lake in Australia and the Black Sand Beach in Iceland are not only known by their beautiful natural landscape but also by their appearance in famous books, movies, videos and songs [72, 73].

Win-win solutions are not always possible in culture integration. Some illy designed integrating actions as we shown destroy cultural heritage, pollute native environment and violate human rights of local communities. Winner and losers are not always fixed and largely dependent on the forms of integration and expectations of different stakeholders. For example, the entrepreneurs advocate the integrated project mainly because of individual profits, which they can get from accommodation with local culture, and they can invest into heritage project like historic buildings to get profits in turn. However, they could also disagree with the refurbishment of old-age structures since they cannot earn money, and businessmen do not think it is a lucrative and there is not enough financial support from the government (Figure 5). Conflicts of interests among different stakeholders are often hard to avoid. For example, conflicts between foreign tour operators and Vietnamese Government and suppressed the health development of tourism [74]. The

Government concerned more of impacts of booming foreign capitals and tourists on national security and state-owned tourism companies and has restricted licenses on activities and attractions. To meet tourists' demands, the foreign operators have to rely on their personalized social networks to run tourism outside of the formal regulatory frameworks [74].

## 5. Conclusions and policy implications

Rural tourism is one of the most significant approaches to sustain rural areas. Most of tourism is based on different cultures, so it is important to utilize local culture to enrich the tourism attractions, activities and arts. While there has been lots of cases showing that culture benefits rural tourism, some destinations are not beneficiaries of culture-integrated tourism for ineffectual integrations, and even are destroyed by such integration. For example, loss of cultural identity, mismatch between demanders and suppliers. As a result, we must understand better how and why integrate culture into the rural tourism.

To address this issue, we conduct a scoping review to understand: What is known from the existing literature about aims and motives of (outcome) integrating cultures into (intervention) rural tourism (population)? We then break down the question into three components: different regional motivations, stakeholder attitudes, and different levels of integration. We found that different countries have different starting points, which is mainly because of the different cultural basis and geographical environment. There are six motives: (1) Reviving isolated destinations, remote villages; (2) Conserving heritage by establishing historical and cultural attractions; (3) Conserving agricultural heritage; (4) Conserving natural resources and landscape; (5) Inheritance of indigenous culture and (6) Branding and attracting tourists. Moreover, stakeholders include tourism providers, managers and demanders. They tend to maximize their own interests while considering others. Thus, their attitudes towards cultural tourism are also different with each other, and even the same stakeholder will change the attitude according to the altered interests. According to the degree to which culture and natural scenery are involved in tourism, we have divided the degree of integration into three categories: culture-support, culture-affiliate and de-culture.

Multi-stakeholder and multi-perspective analysis is needed to map how and why cultures are integrated into rural tourism. While culture integration is complicated, injustice and preserve effects do not have to be a consequence of integrating cultures into rural tourism. Two-way communication among tourism provider, managers and demanders can mitigate disruptive outcomes and unlock positive social outcomes. Tourism managers, especially higher authorities should determine the administrative subject of tourism management, arrange clear management authority, and clarify the guiding and supervising role of the government in tourism management. Local government must understand the instructions well, investigating the actual situation on the ground. The management and ownership of scenic spots should be clearly divided, which promotes capital being invested in the proper management and development of scenic spots, therefore, problems such as source protection and insufficient funds can be solved. Tourism suppliers should limit the passenger flow during peak tourism periods because the excess passenger flow will lead to the consumption and destruction of local resources. Especially, taking the tourists seriously in the management before they are entering the tourist place, is an efficient way to do prevent jobs. This approach includes regulating scenic spot season promotions, reasonable positioning target market, and fully application of price lever. The use of the mass media dissemination of information, closely cooperation with travel agencies and other tourism agencies are the perfect way to develop local tourism. In addition, tourism development should follow a trustworthy and participatory approach that engages and empowers dispersed communities and displaced members to embrace, grow and re-interpret their traditional cultures [75]. Tourists should also honestly and respectfully express their tourism experiences and proactively and constructively present their comments and suggestions to tourism supplier and managers.

**Supplementary Materials:** The following supporting information can be downloaded at: [www.mdpi.com/xxx/s1](http://www.mdpi.com/xxx/s1).

**Author Contributions:** The following statements should be used “Conceptualization, H.X. and M.T.; methodology, H.X. and M.T.; software, H.X. and M.T.; validation, M.T. and H.X.; formal analysis, M.T. and H.X.; investigation, M.T. and H.X.; resources, M.T. and H.X.; data curation, M.T. and H.X.; writing—original draft preparation, M.T.; writing—review and editing, M.T. and H.X.; visualization, H.X. and M.T.; supervision, H.X.; project administration, H.X.; funding acquisition, H.X. and M.T. All authors have read and agreed to the published version of the manuscript.

**Data Availability Statement:** Some or all data, models, or code that support the findings of this study are available from the corresponding author upon reasonable request.

**Conflicts of Interest:** The authors declare no conflict of interest.

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