

Research on the Perception and Demand of the Integration of Agriculture, Culture, and Tourism in Farm Stays Based on Tourist Reviews: A Case Study of Chongqing City

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Abstract: Against the backdrop of the strategies for rural revitalization and the integration of agriculture, culture, and tourism, farm stay, as a vital carrier, requires a systematic analysis of its resource integration effectiveness and the actual needs of tourists. Taking Chongqing City as an example, this study leverages tourist reviews from the Dianping platform (China's leading consumer review site) and employs a combination of TF-IDF keyword extraction, SnowNLP sentiment analysis, and LDA topic modeling to dissect tourists' perception characteristics and latent demands for agritourism resources from the demand side. The findings reveal that agricultural and tourism elements garner significant attention, while cultural resources are notably underperceived, indicating an imbalanced integration structure. Sentiment is predominantly positive, yet negative feedback highlights issues in service management, transportation, and homogenized experiences. Latent demands converge on three dimensions: deepening agricultural experiences, enhancing cultural participation and interaction, and improving environmental and service quality. Based on these findings, this study proposes integration enhancement strategies, including agricultural branding, cultural vitalization, service intelligence, and multi-faceted collaboration, to drive experience upgrades and sustainable development in farm stays, offering theoretical references and practical pathways for rural tourism integration in similar regions.

Keywords: Integration of agriculture, culture, and tourism; Farm stays; Tourist reviews; Perception characteristics

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1. Introduction

In recent years, the central government has consistently emphasized the crucial role of integrating agriculture, culture, and tourism in driving high-quality rural development. The No. 1 Central Document of 2023 explicitly stated that “new forms of business integrating agriculture, culture, and tourism represent a vital direction for high-quality rural development,” and the 2024 document further emphasized the need to “accelerate the construction of a modern rural industrial system that integrates agriculture, culture, and tourism,” providing policy guidance

for exploring pathways for the integration of agriculture, culture, and tourism across regions. In recent years, Chongqing has coordinated new urbanization with comprehensive rural revitalization. Strategic plans such as the “14th Five-Year Plan for Rural Leisure Tourism in Chongqing” emphasize the integration of ecological agriculture, pastoral landscapes, and farming culture. However, the integration of agriculture, culture, and tourism in Chongqing still faces challenges such as low product quality and insufficiently distinct characteristics, making it difficult to meet the growing personalized needs of tourists. In particular, the basic business model of farm stays (farm-based tourism) urgently requires innovation and upgrading in its operational model and experiential content through the incorporation of agricultural, cultural, and tourism elements ^[1].

Foreign scholars have independently discussed the sustainable development of different types of farm stays in specific regions within the context of the agricultural tourism industry ^[2,3]. Domestic research has been conducted from the perspectives of economic geography, agricultural economics, tourism management, urban and rural planning, and other disciplines, covering aspects such as the current development status and issues of farm stays ^[4,5], its spatial distribution and influencing factors ^[6,7], integrated development ^[8,9], and sustainable development research ^[10,11]. Current research on the integration of agriculture, culture, and tourism primarily focuses on the connotations ^[12], influencing factors ^[13,14], mechanisms ^[15], pathways ^[16,17], and effects ^[18] of such integration, predominantly employing qualitative research methods and gradually incorporating quantitative approaches such as the Analytic Hierarchy Process (AHP) ^[19] and entropy value method ^[20] to evaluate integration effects. However, existing research predominantly focuses on macro-level policies or industrial aspects, lacking empirical analysis of the effects of integrating agriculture, culture, and tourism in farm stays from the perspective of tourist needs. In particular, there is a noticeable deficiency in exploring the perceived characteristics of resource integration, tourist emotional attitudes, and potential needs during the integration process.

The farm stay industry in Chongqing is relatively well-developed, with abundant and representative online review text data, providing favorable conditions for conducting empirical research from the demand side. This study takes farm stay venues in Chongqing as the research object, utilizing data from customer reviews on the Dianping platform. By comprehensively employing methods such as TF-IDF keyword extraction, sentiment analysis, and LDA topic modeling, the study systematically identifies tourists' perception characteristics, emotional attitudes, and underlying needs regarding the integration of agriculture, culture, and tourism resources. Subsequently, targeted strategies for integrated development are proposed. This research not only contributes to expanding the theoretical perspectives and methodological frameworks for the integration of agriculture, culture, and tourism but also provides practical references for enhancing the quality, upgrading, and sustainable development of farm stay venues in Chongqing and similar regions across the country.

2. Data sources and research methods

2.1. Data sources

The research data were sourced from the Dianping app. Using Python, a web crawler program was developed to capture online review data for 3,507 farm stay venues in Chongqing from January 1, 2023, to August 31, 2024. To ensure the accuracy and representativeness of the study, farm stays with the highest user review activity, representativeness, and normal operation were selected. Ultimately, 312 farm stays in Chongqing were chosen as the sample, yielding a total of 21,706 valid review data entries.

2.2. Data preprocessing

The review texts underwent preprocessing, including the removal of duplicates, meaningless characters, and stop words, as well as text standardization (e.g., “tea picking” and “tea frying” were unified as “tea culture”). Chinese word segmentation was performed using the Jieba word segmentation tool, and custom dictionaries and sentiment dictionaries were introduced to enhance analysis accuracy.

2.3. Research methods

2.3.1. Sentiment analysis

SnowNLP is a Python library specifically designed for Chinese text processing, offering functionalities such as Chinese word segmentation, keyword extraction, sentence segmentation, sentiment analysis, and text similarity calculation^[21]. By utilizing the SnowNLP library, we can assess the sentiment orientation of reviews, calculate the sentiment score for each review (ranging from 0 to 1), and classify them into positive, neutral, or negative sentiments to identify the overall emotional attitude of tourists.

2.3.2. TF-IDF keyword extraction

TF-IDF (Term Frequency-Inverse Document Frequency) is a commonly used text feature extraction method in information retrieval and text mining^[22]. This method employs TF-IDF to identify high-frequency feature words in reviews, measuring the importance of words in a corpus by combining term frequency (TF) and inverse document frequency (IDF). This approach allows us to analyze the core resources and experience dimensions that tourists focus on. The formula is as follows:

$$TF-IDF_w = \frac{count(w)}{|D_i|} \times \log \frac{N}{1 + \sum_{i=1}^N I(w, D_i)} \quad (1)$$

where w represents the occurrence frequency of keywords in the document, D_i represents the total number of words in the document, N represents the total number of reviews, and I represents whether the review contains keywords (1 if it does, 0 otherwise).

2.3.3. LDA topic model

The LDA (Latent Dirichlet Allocation) model is used to uncover hidden topics within a document collection, with perplexity serving as a measure of its predictive ability (lower values indicate better performance)^[23]. In this study, we employed the LDA model to mine latent topics from review data, determining the optimal number of topics through perplexity evaluation. Subsequently, we extracted representative keywords under each topic to reveal the underlying demand structure of tourists.

3. Findings

3.1. Identification of integrated development of agriculture, culture, and tourism

This study employed the TF-IDF method to extract high-frequency keywords from tourist reviews that are related to agricultural resources, cultural resources, and tourism experiences. The results are presented in **Tables 1 to 3**.

Table 1. Sample TF-IDF results for agricultural resources

Keyword	TF-IDF	Keyword	TF-IDF	Keyword	TF-IDF	Keyword	TF-IDF	Keyword	TF-IDF
Strawberry	0.1197	Fresh	0.0282	Farm	0.0109	Loquat	0.0072	Camping	0.0032
Barbecue	0.0594	Cherry	0.0216	Blueberry	0.0098	Ecological	0.0060	Fruit	0.0030
Picking	0.0487	Grape	0.0123	Firewood chicken	0.0081	Season	0.0038	Ingredients	0.0028
Fishing	0.0482	Variety	0.0111	Vegetable	0.0074	Self-service	0.0032	Agricultural products	0.0002

In terms of agricultural resources, tourists show a high level of interest in experiential activities such as “strawberries,” “barbecue,” “picking,” and “fishing” (TF-IDF values > 0.04), reflecting the central role of agricultural experiences in the operation of farm stays. Additionally, the presence of terms like “fresh,” “variety,” and “ecology” indicates that tourists have a certain awareness of the quality and ecological attributes of agricultural products. However, the expression of agricultural resources predominantly focuses on basic, seasonal activities, lacking the integration of deep cultural connotations.

Table 2. Sample TF-IDF results for cultural resources

Keyword	TF-IDF	Keyword	TF-IDF	Keyword	TF-IDF	Keyword	TF-IDF
Chess & card room	0.0256	French style	0.0012	Wine culture	0.0006	Handicraft	0.0005
Team building	0.0221	Tea culture	0.0010	Rural scenery	0.0005	Farming culture	0.0003
Photography	0.0088	European style	0.0007	Study tour	0.0005	History	0.0003
Hot pot	0.0045	Classic elegance	0.0006	Sketching	0.0005	Wellness	0.0002

Regarding cultural resources, the weights of keywords are generally low, with the highest being “chess and card room” (0.0256) and “team building” (0.0221). The TF-IDF values for culturally rich terms such as “wine culture,” “tea culture,” “farming culture,” and “handicrafts” do not exceed 0.001. This indicates that cultural resources are relatively weak in tourists’ perceptions and have not effectively formed differentiated experiential advantages.

Table 3. Sample TF-IDF results for tourism experiences

Keyword	TF-IDF	Keyword	TF-IDF	Keyword	TF-IDF	Keyword	TF-IDF	Keyword	TF-IDF
Traffic	0.1088	Experience	0.0624	Tea garden	0.0156	Cost-effective	0.0121	Manor	0.0049
Boss	0.0964	Family	0.0471	Air	0.0147	Animals	0.0110	Entertainment	0.0034
Dishes	0.0775	Friends	0.0416	Accommodation	0.0143	Fireflies	0.0080	Tickets	0.0030
Environment	0.0698	Service	0.0254	Activities	0.0126	Facilities	0.0062	Convenience	0.0020

In the realm of tourism experiences, terms like “transportation,” “owner,” “dishes,” “environment,” and “experience” have significantly higher weights, showing that tourists place a high level of attention on fundamental tourism elements such as infrastructure, service quality, and environmental atmosphere. The overall

perception of tourism experiences is relatively positive, but it also reveals deficiencies in cultural experiences and in-depth agricultural participation.

3.2. Tourist perception analysis

This study employed the SnowNLP sentiment analysis tool to identify emotional tendencies and conduct word frequency statistics on the review data. Positive sentiment reviews accounted for 83.08%, neutral sentiment reviews 10.23%, and negative sentiment reviews 6.69%. Overall, tourists' emotional attitudes towards Chongqing's farm stays were predominantly positive, with the word frequency of positive emotions significantly higher than that of neutral and negative emotions. The results of high-frequency words for each emotional dimension are shown in **Tables 4 to 6**.

Table 4. Positive emotions and word frequency in the integration of agriculture, culture, and tourism in Chongqing's farm stays

Positive emotion	Frequency	Positive emotion	Frequency	Positive emotion	Frequency
Not bad	7167	Picking	2713	Like	1874
Strawberry	6166	Children	2679	Air	1861
Boss	5086	Delicious	2671	Traffic	1802
Friends	5080	Convenient	2294	Cost-effective	1707
Environment	4556	Fishing	2228	Enthusiastic	1562
Very good	4180	Weekend	2087	Activities	1555
Many	3684	Service	2076	Worth it	1326
Recommend	3212	Parking	2028	Happy	1286
Flavor	3158	Fresh	1893	Comfortable	1244
Barbecue	2851	Very large	1882	Next time	1092

From a positive emotional perspective (**Table 4**), tourists' positive perceptions were concentrated in three main dimensions: agricultural experiences, tourism facilities, and service attitudes. In terms of agricultural experiences, high-frequency words such as "strawberries," "picking," "fishing," and "barbecue" reflected the core appeal of farming activities to tourists. Regarding tourism facilities, words like "environment" and "air" highlighted the natural ecological advantages, while "transportation" and "parking" indicated the accessibility advantages of farm stays in the main city and nearby suburbs. In terms of service attitudes, words like "owner," "service," "enthusiasm," and "cost-effectiveness" suggested that service quality and reasonable pricing were well-received. Words like "recommend" and "next time" also reflected tourists' willingness to revisit and their tendency to spread positive word-of-mouth.

Table 5. Neutral emotions and word frequency in the integration of agriculture, culture, and tourism in Chongqing's farm stays

Neutral emotion	Frequency	Neutral emotion	Frequency	Neutral emotion	Frequency
Average	1262	Fishing	287	Weekend	149
Acceptable	566	Environment	272	Service	146
Suggestion	548	Flavor	234	Mahjong	137
Boss	441	Picking	181	Activities	116
Not many	434	Feeling	177	Dining	103
Slightly	375	Parking	171	In advance	99
Strawberry	352	Price	168	A bit	93
Place	341	Hour	165	Indeed	74
Friends	320	Really	163	Not considered	53
Barbecue	303	Traffic	152	Rainy	53

The word frequency of neutral emotions in **Table 5** revealed tourists' cautious attitudes towards some integrated resources, with the core issues being homogenized experiences and inadequate supporting details. Words like "average" and "okay" became high-frequency evaluations. The low frequency of words related to single entertainment items, such as "activities" and "mahjong," reflected the homogenized model of most farm stays, which primarily offered "picking + dining" experiences. The combination of words like "parking" and "transportation" with modifiers like "slightly" and "not much" suggested issues such as limited parking spaces and inadequate transportation guidance in remote areas. The word "suggestions" directly reflected tourists' expectations for more family-friendly, interactive, and cultural experience projects.

Table 6. Negative emotions and word frequency in the integration of agriculture, culture, and tourism in Chongqing's farm stays

Negative emotion	Frequency	Negative emotion	Frequency	Negative emotion	Frequency
Boss	1906	Picking	658	None	273
Strawberry	1343	Remote	609	Ticket	253
Place	1302	Traffic	606	Bad taste	251
Barbecue	1187	Not good	579	Roadside	239
Service	906	Location	469	Disappointing	223
Flavor	845	Dishes	457	Inconvenient	187
Environment	819	Weather	430	Regret	160
Feeling	780	Attitude	427	Not recommended	156
Price	731	Fee	367	Boring	111
Parking	720	Only	285	Accommodation	107

The frequency of negative emotional words (**Table 6**) highlights three core issues, with the most prominent being deficiencies in service and management. Words like "boss," "service," and "attitude" have emerged as high-

frequency terms associated with negativity, while the controversy over “ticket prices” has also exposed issues regarding pricing rationality. In terms of transportation and location disadvantages, terms such as “location,” “remote,” and “transportation” reflect poor accessibility in remote areas, with “inconvenience” being a primary complaint from tourists. Regarding agricultural experiences and seasonal limitations, words like “strawberry,” “barbecue,” “dishes,” and “unpalatable” point to the unstable quality of agricultural products and homogenization in catering services. Meanwhile, terms such as “weather,” “nothing to do,” and “boring” highlight the lack of experience caused by seasonal limitations.

3.3. Analysis of potential demand themes

A deep analysis of tourist reviews was conducted using the LDA topic model. The LDA model’s perplexity curve was plotted using Matplotlib (**Figure 1**), showing that as the number of topics increases, perplexity gradually decreases and the rate of decrease slows down. Therefore, eight topics were selected to prevent overfitting (**Figure 2**).

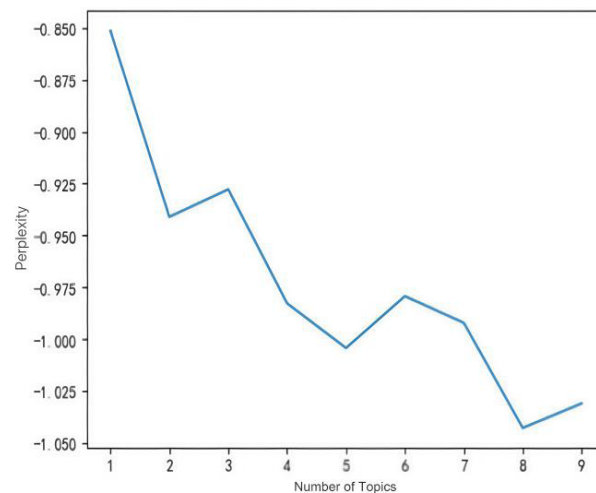


Figure 1. Perplexity line chart



Figure 2. Topic distance chart

By substituting the number of topics into the LDA model, the top 10 core keywords for each topic were extracted. The meanings of the keywords within each topic were identified, and the logical relationships among these words were analyzed, as shown in **Table 7** below.

Table 7. Topic classification and topic keywords

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6	Theme 7	Theme 8
Strawberry	Barbecue	Not bad	Children	Flavor	Accommodation	Environment	Navigation
Picking	Boat	Fishing	Place	Delicious	Room	Special	Traffic
Per pound (0.5 kg)	Environment	Suitable	Experience	Price	Homestay	Air	Driving
Basket	Farm Stay	Weekend	Team building	Feature	Facilities	Scenery	Location
Variety	Taste	Hour	Friends	Grape	Clean	Mountain	Parking
Very sweet	Many	Navigation	Kids	Cherry	Comfortable	Clean	Self-driving
Blueberry	Dishes	Driving	Weekend	Loquat	Service	Season	In advance
Fresh	Firewood chicken	Indeed	Service	Fresh	Recommend	Photo	Nearby
Base	Self-service	Villa	Activities	Chongqing	Downtown	Yard	Base
Next time	Camping	Mountain villa	Programs	Ingredients	Parking	Comfortable	Fun

In terms of agricultural experiences, Theme 1 focuses on high-frequency words such as “strawberry,” “picking,” and “per pound,” reflecting tourists’ concerns about quantified fruit and vegetable picking, standardized experiences, and visible output. Theme 2 highlights outdoor dining and leisure activities such as “barbecue,” “firewood chicken,” “camping,” and “self-service,” demonstrating a preference for scenic and socialized agricultural leisure activities. Theme 5 centers around words like “taste,” “delicious,” “specialty,” “ingredients,” and “freshness,” indicating tourists’ demand for tasting and purchasing high-quality agricultural products. This suggests that tourists are no longer satisfied with basic farming activities but expect agricultural resources to upgrade towards in-depth experiences, quality consumption, and scenic extensions.

There is a significant demand for cultural participation and social experiences. In Theme 4, words such as “children,” “kid,” “experience,” “team building,” and “activity” appear frequently, indicating a strong demand for interactive and educational cultural projects among parent-child families and corporate team-building groups. In Theme 8, although words like “navigation,” “transportation,” “driving,” “location,” and “parking” fall under the category of infrastructure, their co-occurrence with terms like “self-driving,” “base,” and “enjoyment” reflects tourists’ expectations for the accessibility of cultural attractions and the organization of themed tour routes. This suggests that cultural resources need to transition from static displays to dynamic participation and must be enhanced in coordination with transportation guidance systems.

The improvement of environmental and service quality constitutes the third core demand. Keywords in Theme 3, such as “good,” “suitable,” “weekend,” and “villa,” reflect tourists’ emphasis on the overall adaptability of leisure environments and their weekend getaway functions. Theme 6 focuses on “accommodation,” “room,” “homestay,” “cleanliness,” and “comfort,” highlighting a concern for the quality of living facilities and service details. Theme 7 centers around “environment,” “air,” “scenery,” “mountain,” “season,” and “photography,” reflecting tourists’ high demand for natural ecological environments, seasonal landscapes, and aesthetic

experiences. This indicates that tourism services need to transition from functional assurance to quality, personalization, and value-added experiences.

4. Research conclusion

Based on the review data of visitors to farm stays in Chongqing, this study employs TF-IDF keyword analysis, SnowNLP sentiment analysis, and LDA topic modeling to identify the perceived characteristics and potential demands of the integration of agriculture, culture, and tourism from the perspective of tourist needs. The main conclusions are as follows:

- (1) The structure of resource integration is unbalanced, with a notable lack of cultural integration. Agricultural and tourism resources have garnered significant attention, with prominent keyword weights, particularly for experiential and service-related terms such as “picking,” “barbecue,” and “environment.” In contrast, cultural keywords like “tea culture” and “farming culture” have extremely low weights, indicating that cultural resources have not been effectively transformed into perceivable experiences for tourists, resulting in a shallow level of integration.
- (2) The overall emotional attitude is positive, but negative feedback points to shortcomings in experience and management. Positive emotions account for 83.08%, indicating widespread recognition of agricultural experiences and natural settings. Neutral and negative reviews primarily highlight issues such as unstable services, inconvenient transportation, homogenized projects, and a lack of cultural experiences, revealing that the current integration model has not fully met the diverse and high-quality demands of tourists.
- (3) Potential demands are trending toward depth, interactivity, and quality. LDA topic modeling has identified three major demand dimensions: deepening agricultural experiences, cultural participation and social integration, and environmental and service enhancement. Tourists are no longer satisfied with basic farming activities but expect localized agricultural products, scenario-based activities, dynamic cultural experiences, and refined services. The demand structure is shifting from “functional” to “experiential.”

In summary, the integration of agriculture, culture, and tourism in Chongqing’s farm stays remains in a developmental stage characterized by “agriculture as the core, tourism as the framework, and culture as the weak link.” There is a need to advance the integration model from superficial overlap to deep symbiosis through resource enhancement, cultural empowerment, and service innovation.

5. Development strategies

5.1. Promoting the experiential and brand-oriented upgrade of agricultural resources

Leveraging Chongqing’s mountainous agricultural characteristics, focus on developing a differentiated agricultural product system with “one district, one specialty,” such as Wushan crisp plums, Fengjie navel oranges, and Rongchang braised geese (geographical indication products). Transition agricultural products from mere picking and consumption to processing experiences and cultural gifts. Enhance the design of seasonal farming activities and integrate digital technologies to create traceable and participatory immersive agricultural settings, elevating the perceived value and consumption depth of agricultural resources.

5.2. Strengthening the dynamic utilization and educational functions of cultural resources

Explore local folk culture and agricultural traditions, transforming them into tourism projects that are both

experiential and educational. Encourage farm stays to collaborate with intangible cultural heritage bearers and rural communities to conduct regular cultural performances, handicraft workshops, and research courses, emphasizing the locality and interactivity of cultural narratives to enhance visitors' cultural identity and emotional connections.

5.3. Establishing a demand-oriented service innovation and smart management mechanism

Target niche markets such as families with children, elderly groups, and corporate team-building activities, offering thematic and customized experience packages, such as family kitchens, eco-camping, and rural wellness programs. Strengthen the digital transformation of infrastructure, introducing smart service systems such as online reservations, intelligent guides, and visitor behavior data analysis to optimize reception efficiency and personalized service levels. Focus on improving transportation accessibility, parking facilities, and hygiene conditions to address management shortcomings highlighted by negative visitor feedback.

5.4. Promoting collaborative development among multiple stakeholders and regional linkages

Guide farm stays to transition from “single-point operations” to “clustered collaborations,” strengthening partnerships with travel agencies, e-commerce platforms, agricultural cooperatives, and cultural institutions to jointly create high-quality integrated agritourism routes and regional public brands. The government should play a guiding role in policy support, standard setting, and marketing promotion, fostering a symbiotic development pattern characterized by resource sharing, complementary themes, and market coordination.

6. Future prospects

This study has certain limitations, and future research can delve deeper into the following aspects: Firstly, the data is primarily sourced from online platforms, necessitating the incorporation of multi-source data, such as surveys and interviews, in the future to enhance the universality of the conclusions. Secondly, the conclusions are based on a case study in Chongqing, and their applicability in other regions requires further validation through cross-regional comparative studies. Additionally, the current analysis is a static cross-sectional study, and future research could conduct long-term tracking to reveal the dynamic evolution mechanisms of agritourism integration, providing stronger theoretical support and practical references for the high-quality development of rural tourism.

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