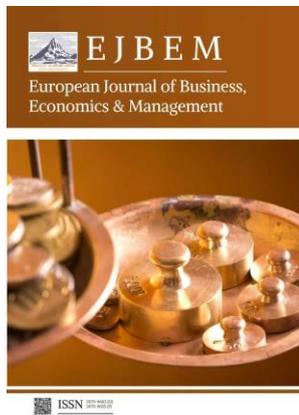




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Research on the Development Countermeasures in Educational Tourism of Chengdu City from the Perspective of PESTEL Model

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Abstract: The comprehensive promotion of quality-oriented education is the requirement of China's current economic and social development for primary and secondary education. In the critical period of China's economic development in the next ten years, it is of special significance to vigorously promote the "Study + Travel" model of educational tourism, both from the theoretical and practical level. The paper selects Chengdu of Sichuan province as a "research object" in educational tourism. Through the analysis of a large number of studies related theory both at home and abroad, this paper introduces the basic situation of Chengdu educational tourism research development. This paper expounds and reflects on the current situation of the development of educational tourism in the city, takes "PESTEL" theory from the angle of marketing model, finds out various problems existing in the development of educational tourism, and finally puts forward corresponding suggestions. It is expected to play a certain guiding role in the development of educational tourism in the whole country.

Keywords: PESTEL analysis model; educational tourism; development strategy

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1. Introduction

1.1. Research Background

In 2016, China's Ministry of Education and other national ministries jointly issued an educational tourism policy document, which played a crucial role in the development of educational tourism [1,2]. Since the issuance of the document, domestic educational tourism began to expand from "regional development" to "comprehensive development". With the release of other policy documents by education, tourism and related units, a large number of educational tourism practice camps or bases for primary and secondary school students have gradually formed across the country [2]. After the educational tourism place announced one after another, cities, provinces, and counties also issued relevant laws and regulations to conduct the selection of educational tourism places, and educational tourism was also defined as an important carrier of comprehensive practical activity courses.

After the implementation of the policy of educational tourism, different courses are required for students of different grades, and education units are encouraged to organize students to participate in practical activities through integrated development and improve their comprehensive quality during educational tourism [3].

In academic circles at home and abroad, scholars have found that educational tourism generally plays an important role in "stimulating students' interest in participation, guiding the formation of students' personality, enhancing students' practical ability and cultivating students' comprehensive quality", and students' participation in educational tourism activities is conducive to the improvement of their sense of teamwork [4]. Generally speaking, researchers believe that the significance of the development of educational tourism focuses on the following three points, "cultivating students' interest in learning and broadening their horizon", "strengthening students' participation consciousness and improving their ability", and "promoting students' comprehensive development and diversified growth" [5]. It is not to be ignored that educational tourism can inspire students, as an extension of the course, educational tourism plays a crucial role in stimulate students interest and learning, as a new form of learning, the students as the main body, are more willing to accept the active participatory learning, this good result for the future laid a solid foundation. According to the definition, the educational tourism itself belongs to the educational curriculum, which is mainly intended to explore and experience. It plays a unique role in improving students' comprehensive learning ability, which is also well reflected in the improvement and growth of students' ability in practice. And the educational tourism also plays a positive role in the comprehensive growth of students. Modern education model has put forward higher standards for students and requires students to pay attention to comprehensive elements quality, students can pay attention to both theoretical learning and practical application in educational tourism [6]. Only by combining the two can they truly realize the "unity of knowledge and action", which accelerates the healthy physical and mental development of students and realizes the comprehensive improvement of their ability.

1.2. Research Purpose

The aim of this study is to explore whether educational tourism holds unique significance and necessity in the current tourism environment, and to promote its future development. The research questions do not merely focus on exploring the essence of educational tourism, the existing problems of related tourism products, and the proposed changes to be implemented in the future.

1.3. Research Significance

At present, only a few studies have focused on issues related to educational tourism, especially in the context of China. To gain a deeper understanding of the development opportunities brought by educational tourism, scholars have conducted research on this topic. This research selects Chengdu as the research destination and will carry out theoretical and practical-level studies, which will have a positive impact on future educational tourism. Since no relevant scholars have conducted in-depth research on this issue in the past period of time, this scholar's research discussion based on this is a new attempt. This study has obvious differences in the theoretical level from similar research projects conducted by other scholars. Regarding the concept of educational tourism, the results of this study will fill the gap in this research field, which will be beneficial to the overall development of the educational tourism environment in China.

2. Methodology

2.1. Research Design

This paper uses literature review method as the means to understand the current problem in the field of educational tourism in China. The literature review method is useful because the design may collect and gather previous studies and information in order to create a comparison between the previous studies and current practice.

2.2. Steps for the Literature Review

First, the researchers started the educational tourism research by comparing the domestic and foreign studies, through summarizing roughly understand the current situation of the development of educational tourism theory, and based on PESTEL environment analysis model, we know the current educational tourism development situation of Chengdu. At the same time, based on environment analysis, the researchers think under the premise of the analysis model for the development of the national educational tourism, we can provide the guidance of the typical cases for the future educational tourism development.

Secondly, the development of overseas educational tourism has a long history. When it comes to the theoretical research of overseas educational tourism, American scholar John Dewey's "Life Education Theory" and Carl Ranson Rogers's "humanistic education theory" both provide a lot of theoretical basis for the development of educational tourism [7]. John Dewey clearly points out that school education is a form of social life, which does not mean that students simply and repeatedly live social life in school, but constantly explore their potential in special social life to achieve the goal of healthy and healthy growth. The view of "learning from practice" is also the basic principle of teaching theory proposed by John Dewey. In John Dewey's view, the process of school teaching itself is the process of "practice", and the combination of theory and practice should be emphasized so that students can give full play to their subjective initiative and creativity in the learning process.

Carl Ranson Rogers believes that the role of teachers is to help students discover the meaning of learning, and should be "promoter" of learning rather than "supervisor". Modern educational tourism is the embodiment of Carl Ranson Rogers' educational ideas. Students constantly find the meaning of learning and make full use of resources and opportunities to achieve their own healthy growth [8].

At present, the entry points of foreign researchers to educational tourism are mainly divided into two categories: "education-oriented" and "tourism-oriented", and mainly focus on the product design of educational tourism, market analysis of educational tourism and organization and management of educational tourism. We find that the development of educational tourism itself has its own time necessity. The researchers believe that with the support of numerous academic theories, the development of educational tourism will show more perfect effects in the future [9].

Finally, the development of educational tourism in China has not been long ago. At present, the most important research theories can be learned from Tao Xingzhi's "life education theory" and the "education theory based on core literacy" in the 21st century. Tao Xingzhi, a scholar with high academic attainments in the history of Chinese education, is also a great modern people's educator in China. He created a model of modern Chinese education, and his thoughts are extremely profound. Tao Xingzhi has three basic principles in his theory of life education, namely "life is education", "society is school" and "teaching, learning and doing are integrated". This theory provides an important theoretical research foundation for Chinese educational tourism courses in the future. The core theory of education in the 21st century focuses on the comprehensive enhancement of the six abilities of "humanistic accomplishment", "scientific concept", "comprehensive learning", "healthy life", "sense of responsibility" and "innovative practice", and hopes to continuously improve students' personal connotation in the educational tourism. The current researches in China focus on the discrimination of the concept of educational tourism, the exploration of educational tourism resources, the development of educational tourism curriculum and the standardization of educational tourism market system. Since the development of educational tourism in China is relatively short, scholars should strengthen the further research on the theories related to

educational tourism and realize the deep integration of "education + tourism", which can lay a solid foundation for the development of educational tourism.

3. Findings

3.1. Pestel and Chinese Educational Tourism

From the basic concept of understanding, internationally recognized is "Hands-on Inquiry Based Learning". It refers to a student-centered inductive process in which students are guided to take the initiative to ask questions, explore independently and realize independent learning based on their understanding of the original concepts in the environment jointly composed of teachers and students.

There are few studies on educational tourism in China. It is generally believed that research on educational tourism in China, in the true sense, began in the 21st century, starting with the comparison of different concepts, as shown in Table 1.

Table 1. Comparison of the concept between educational tourism and learning trip.

Name	Concept
Educational tourism	Refers to the purposeful and planned organization of students by the school, such as group activities outside school to gain knowledge and experience life.
Learning trip	No strict academic concept, suspected a non-professional folk saying.

The PESTEL analysis model, also known as the "environmental analysis method," is a very effective tool for analyzing the macro environment and is widely used by economists. This method not only analyzes the external environment but also examines all the relevant forces impacting the organization and product. Since Chengdu is rich in educational tourism resources, it is very important to analyze relevant information using this model, as shown in Figure 1.

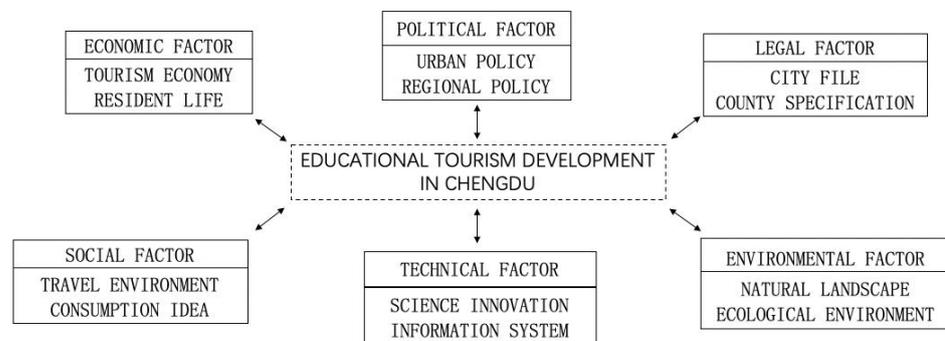


Figure 1. PESTEL model of educational tourism development in Chengdu.

3.2. Exact Factor Function

Political factors play a very important role in PESTEL analysis. According to the relevant documents issued by the government, educational tourism in Chengdu are closely carried out around the task of cultivating talents, and students' innovative spirit and practical ability should be constantly improved in the future.

Considering that discretionary income is one of the necessary conditions for travelers to travel, a study of Chengdu's economic work report shows the development of educational tourism. In recent years, the GDP of Chengdu has exceeded 1.2 trillion yuan, with an increase value of about 10%. The per capita disposable income of Chengdu has also been growing steadily, which provides a foundation for the development of educational tourism. The main body of educational tourism in Chengdu is primary and secondary school students, because students themselves have no income. Therefore, the

change of consumption concept of their family members also promotes the rapid development of educational tourism.

The development of modernization stimulates the progress of society, and people's concept of tourism consumption is constantly changing. People are eager to purify and improve their minds through tourism. Educational tourism is a very effective way. In recent years, China's educational tourism has developed vigorously, providing tourists with more possibilities of choice. A large group of people, including adults, are becoming the target customers of educational tourism. Adult educational tourism and school travel are developing steadily in Chengdu. At the same time, the whole social cognitive and cultural level also affects people's travel choice, educational tourism can let people learn real gains in the journey, and this kind of investment is a long-term stable income, so the people of Chengdu have realized that this way can bring certain changes to their lives, it also makes the educational tourism constantly improve and develop.

Chengdu is known as the "Land of Abundance" due to its unique location in the southwest of China. It also connects the southwest of China and the two regions of northwest and central China. It can be seen that Chengdu has unique location advantages and superior traffic conditions. In addition, the climate of Chengdu is affected by the subtropical monsoon, with hot summer and warm winter characteristics. The plain area where Chengdu is located has been developed economically for many years. The present situation created by all the natural environment makes Chengdu have rich tourism resources and profound exploitable potential. It is very beneficial to the development of educational tourism, so through the analysis of the environment, the author believes that the development of educational tourism in Chengdu has a relatively bright future.

Technical factor is a symbol of a region's comprehensive economic level and future development trend. With the intensification of modernization and the stability of economic society, the Internet technology, which is closely related to people's life, has developed steadily. At present, the Internet has become a very important part of people's life and is closely related to people's life. One of the major factors promoting "education + tourism" is the convenience of the Internet. Whether from the perspective of environmental analysis or market guidance, the convenient information provided by the Internet directly affects its future development direction. In the development of educational tourism, technology is a major factor that cannot be ignored, especially the technological innovation represented by the Internet plays an important role in the development of educational tourism in Chengdu. Acquiring first-hand information through the Internet, speeding up the reform of educational tourism, realizing information sharing and completing innovative development are the key points that Chengdu should pay special attention to in the future.

Different from political policy factor, legal factor focus on the standardization, management and guarantee evaluation of things. On the one hand, there are relevant legal constraints on the management of postgraduate travel at the national level, and on the other hand, Chengdu city is also constantly improving regional management laws and regulations. At present, Chengdu requires schools to be responsible for making scientific and reasonable plans, giving priority to safety planning of travel routes and modes, choosing the passenger transport companies with legal operation qualifications, and reasonably arranging travel time for educational tourism. This has a certain guiding role in the management and evaluation system for the educational tourism, and only in accordance with the standard practice, Chengdu can continue to improve the development of educational tourism.

4. Discussions

Based on the aforementioned theoretical content, the researcher will now analyze the current situation of educational tourism development in Chengdu City.

Chengdu is the capital of Sichuan province, located in the core interior of southwest China. Chengdu has a long history, flat terrain, rich products, since ancient times has been known as the "land of abundance" reputation. Chengdu is rich in tourism resources, including the time-honored Du Fu Cottage, the famous Dujiangyan, the giant panda, the beautiful mountain and water, and the profound ancient city buildings. All these resources provide great convenience for Chengdu to develop its urban educational tourism activities.

In order to accurately understand the local market demand for educational tourism in Chengdu, the author conducted a month-long field investigation and distributed questionnaires to gather information. The questionnaire content included age, family income, tourism preferences, and other factors. By combining this data with the Chengdu local educational tourism product system, it is clear that popular science-oriented educational tourism products are the most favored. The second most popular category is natural education and special experience products, while cultural and historical educational tourism products are less popular, as shown in Figure 2.

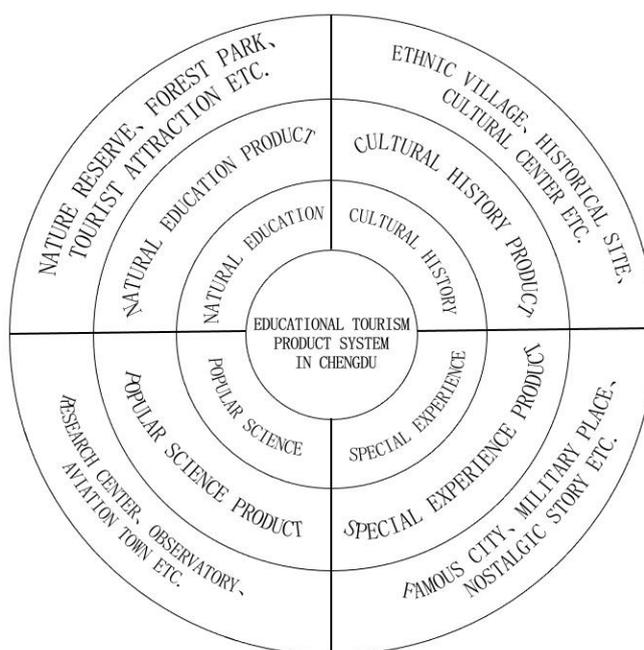


Figure 2. Educational tourism product system in Chengdu.

Educational tourism itself has a variety of development models, the current mainstream development model is guided by market demand, through the analysis of the demands of different groups to sort out the corresponding educational tourism products. Because of the teaching significance of educational tourism itself, the analysis of its development mode has a great role in promoting its future development. Educational tourism resources within the region scientific evaluation is to determine the primary part development model, the author will according to the category of Chengdu studies by fine classification of travel resources by comparing the similar resources to assess the selection, and then find the best quality unique resources in the area of Chengdu, finally unified integration, build up the system of educational tourism resources of Chengdu.

Theoretical research on educational tourism has been ongoing, and theory serves as the foundational support for practical activities. By studying the theories related to educational tourism, we can gain a better understanding of real-world educational tourism, which is crucial for comprehensively understanding the development model of educational tourism in urban areas. Innovation and business analysis are also extremely important. Innovation itself plays a key role in enhancing the influence and

competitiveness of educational tourism products. Currently, educational tourism is in its golden period of development, and clearly distinguishing educational tourism from general study tours will provide clearer direction for its future growth. Additionally, commercial system analysis will play a vital role in improving the quality of educational tourism products. Continuously creating educational tourism products with a profound sense of experience is one of the key goals for the future development of educational tourism in Chengdu, as shown in Figure 3.

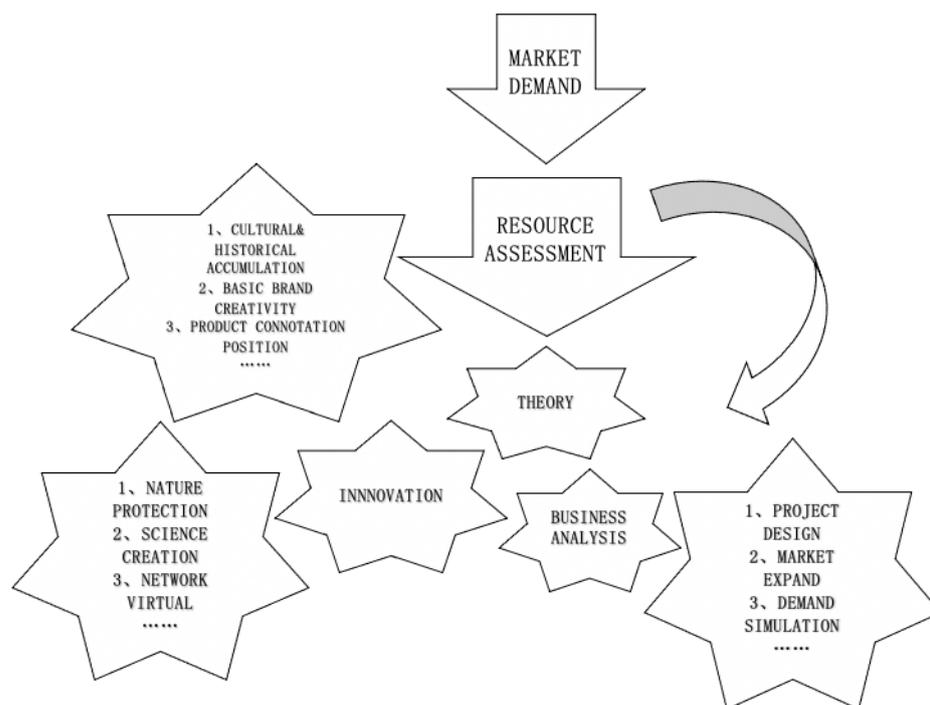


Figure 3. Educational tourism development mode in Chengdu.

5. Limitations and Future Research Directions

5.1. Limitations and Problems

With the development of educational tourism in Chengdu, some related problems cannot be ignored.

The first problem is that the curriculum design of educational tourism is not professional. At present, many educational tourism activities are operated by travel agencies, which are essentially profit-making organizations with commercial nature. Their purpose and starting point are to maximize profits, so there are some drawbacks in the actual operation of educational tourism activities. At present, students' educational tourism activities organized by travel agencies are still mainly sightseeing tours, and the function of educational tourism is not obvious [10]. The lack of innovation in educational tourism products and the lack of depth for learning results decrease the effect of participation in educational tourism. The current educational tourism activity is mainly for primary and secondary school students, so the curriculum design of educational tourism needs to focus on the textbook knowledge. Although the learning place has changed, the learning content should still closely conform to the textbook knowledge. At present, there are some phenomena such as unclear objectives, unreasonable course content design and non-standard activity implementation process, which lead to low overall evaluation of educational tourism activities by participants and ultimately affect the scientific evaluation of educational tourism courses.

The second problem is that the relevant laws of the whole industry of educational tourism need to be improved and the guarantee system needs to be strengthened. In recent years, documents related to educational tourism have been issued one after another, but individuals and organizations engaged in educational tourism have not paid enough attention to the significance of educational tourism itself. The educational tourism market is complicated and chaotic, the relevant policy system is not perfect, the legal guarantee is not in place and other problems need to be solved. In order to make the educational tourism industry more standardized, it is extremely necessary to fully implement the service norms of educational tourism. Relevant supervision institutions should also strengthen evaluation, strictly protect the vital interests of primary and secondary school students, so that students can really grow up healthily in the participation of educational tourism activity.

The third problem is the lack of educational tourism professionals, and the relevant training system is not comprehensive. As an emerging industry combining education and tourism, educational tourism itself needs a large number of professional personnel support and systematic management support. However, at present, related people of educational tourism have a certain lack in comprehensive quality and professional quality. It is necessary to recognize the important role of educational tourism in cultivating primary and secondary school students, and pay more attention to the profound influence of educational tourism on the future of a country. This requires that both school teachers and educational tourism instructors must undergo strict and systematic training and screening, enhance moral quality and professional skills, and educational tourism organizations should invest more energy in overall management.

5.2. Future Strategy of Educational Tourism in Chengdu

Under the guidance of national efforts to develop educational tourism, Chengdu also has its own development strategy.

First of all, it is important to pay attention to the cooperation between schools and enterprises, and comprehensively ensure the safety of students. Usually, we think that school-enterprise cooperation refers to the school-enterprise cooperation training mode, which is a cooperation mode established by schools and enterprises. At present, it is also very common in the development of educational tourism. This mode aims to cultivate talents for enterprises and society, and attaches great importance to the practicality and efficiency of talents. Although the educational tourism seems to be a curriculum activity in primary and secondary schools, the system and content of the educational tourism itself are relatively complex and involve a wide range of aspects. The educational tourism itself embodies not only the integration of education and tourism, but also the reform of educational content in the new era. At present, the system of primary and secondary school educational tourism in China is not perfect, so it is very important to pay attention to school-enterprise cooperation in the development of educational tourism. Relevant associations or research institutions should take the initiative to design relevant educational tourism courses in accordance with the mainstream teaching syllabus of the school, deepen the cultivation of students, and protect students' vital interests during activities, so as to achieve long-term harmonious and stable development.

The second strategy that needs attention is to abide by rules and discipline, and to realize educational tourism policy guiding development. The regulatory documents that have considerable influence in the field of educational tourism include not only the documents signed personally at the national level, but also the policies that facilitate the development of educational tourism at the local level. The development of educational tourism itself needs not only internal adjustment and improvement, but also the overall promotion of external factors. We should recognize the school's own concept as an educational collective and the needs of students to improve their practical ability.

Combine knowledge with practice so that students can gain experience in social activities. Take Chengdu as an example, Chengdu Development and Reform Commission and other 11 departments issued relevant documents in 2019, which greatly facilitated educational tourism in Chengdu in terms of policies. The policy gave instructions in terms of overall requirements, key tasks, organizational guarantee and other aspects. This policy makes the development of educational tourism in Chengdu have a clear goal. By fully excavating Chengdu's off-campus resources, Chengdu innovatively develops landmark educational tourism curriculum activities, and builds a educational tourism practice base with Tianfu characteristics based on Chengdu's classic heritage culture, so as to realize the great development of educational tourism in Chengdu. It can be seen that external factors at the policy level are extremely important to guide the educational tourism itself.

The third point is to strengthen vocational training, certification of professional tutors. As a new educational course, educational tourism cannot be operated without talents with high comprehensive quality. The smooth development of educational tourism is not only a test for the official schools, organizers and research bases, but also a test for teachers and educational tourism instructors of all subjects [11]. Therefore, it is more urgent than ever to cultivate professional talents for professional positions in the era of rapid development of educational tourism. The course guidance of educational tourism is different from the sightseeing and explanation of scenic spots. It is a practical activity with special significance, and an all-round system of "school teachers + site speakers + research tutors" should be formed to guide students to actively think and learn in the process of participation. This process is very important. After that, by providing high-quality research services, students can truly enter the "research + travel", comprehensively stimulate students' interest and improve their independent learning ability. Training professional talents is not only the responsibility of education departments, primary and secondary schools, but also the work of relevant associations and training institutions. Vocational training should be carried out through special education, training of research tutors should be strengthened, and certification system of research tutors should be improved, so that instructors can accumulate experience and grow in practice. The training and certification of professional talents cannot be separated from the policy support at the national level. Considering the overall situation, colleges and universities should be encouraged to open majors and courses related to research education in time, and conduct the tutor education of educational tourism in a logical, scientific, systematic and standardized way, so as to ensure the development of educational tourism. Educational tourism involves a wide range, so the importance of research education and the significance of research practice should be recognized in the management system of educational tourism, and rich contents should be integrated into it, whether from training certification or organizational management.

The fourth is to face the mass market and enrich the curriculum content. The rich types of educational tourism provide a variety of choices for primary and secondary school students and adults, so it can be seen that educational tourism cater to the needs of students and social groups, which should not be ignored. With the continuous development of educational tourism, different markets based on participants are gradually refined, which leads to the mode of "education + tourism" becoming one of the new ways for the integrated development of tourism in the future. Therefore, in this golden development stage, it is of great significance to design different types of educational tourism for different groups and carry them out accordingly. In addition, educational tourism cannot be separated from the support of the mass market. Educational tourism with unique style but not suitable for multiple scenes should be considered whether it needs to gradually change its development direction. The curriculum content of educational tourism is based on the overall design of educational

tourism, so only by mastering the design skills of educational tourism can the curriculum content of educational tourism be enriched, and excellent research courses with rich categories can directly improve students' sense of experience. The experiential nature of the course itself should be mainly aimed at helping students acquire new knowledge. With more and more modern education methods and higher requirements, the significance of educational tourism has become more significant, and its impact on students' spirit and culture cannot be replaced by other activities. Therefore, the sense of experience of educational tourism is the key to let students directly feel the significance of educational tourism courses.

The last point is to constantly innovate and design unique educational tourism courses, so as to achieve sustainable development. The development of educational tourism activities should pay attention to "practicality", that is, to enhance the students' participation in the curriculum setting, which to a certain extent is a high demand for the "experiential" of the educational tourism curriculum itself. It is extremely necessary to let students go out of the campus and realize the all-round three-dimensional improvement of "listening, viewing, touching, acting and feeling". Therefore, the unique style of curriculum design is particularly prominent. In order to ensure the attractiveness and influence of the curriculum, the self-innovation of educational tourism can only be constantly realized, and the sustainable development of educational tourism can be realized in the innovation.

6. Conclusion

This is the first formal attempt to use the environment analysis model to make a detailed analysis of educational tourism. Based on the PESTEL analysis model, this paper analyzes the concept of educational tourism to understand domestic and foreign educational tourism, and then details the content, problems and suggestions of educational tourism. Educational tourism is still a new thing in China. The current development is based on the traditional educational tourism mode, which cannot integrate the new era thoughts into it.

Chengdu city has a superior geographical location and rich tourism resources, which provides great convenience for the development of regional educational tourism. We can design corresponding educational tourism products according to different needs. However, Chengdu's educational tourism market is not standardized and lacks scientific evaluation system and professional certification talents. At present, with the encouragement of Chengdu' educational tourism development policy, the situation has changed a lot and got a promising future.

This paper hopes to inspire the future development of educational tourism in China by taking Chengdu as a case study. In the future, China's educational tourism will truly become a great cause to meet the requirements of students, change the fixed teaching methods, stimulate students' potential and improve students' ability.

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