



Driving Factors for Rural Tourism-Driven Transformation in Traditional Chinese Villages: A Case Study of Chashan Village, Guangxi

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Abstract

Background and Aims: This study employs a grounded theory approach to identify and analyze the key driving factors behind the successful transformation of Chashan Village into a rural tourism destination in Fuchuan County, Guangxi Zhuang Autonomous Region. The research aims to provide valuable insights into grassroots governance, community engagement, and cultural development as essential elements of successful rural transformation.

Methodology: Employing a grounded theory approach, this study provides a deep, empirical investigation into the transformation process of Chashan Village, offering practical implications for rural revitalization strategies. It underscores the importance of inclusive community engagement, effective governance mechanisms, and cultural preservation in fostering sustainable rural development.

Results: Our analysis reveals three distinct stages in the transformation process of Chashan Village: village regeneration (2014-2017), village development (2018-2021), and rural tourism formation (2022 to present). These stages reflect the village's transition from a hollow micro-economy to a vibrant rural tourism economy and then to a comprehensive village and town economy. Dynamic differences in driving factors are observed across the three transformation stages. During the village regeneration stage, elite governance, villager participation, and market resources are key drivers. In the village development stage, institutional governance, villager collaboration, and enhanced tourism experiences play pivotal roles. Finally, during the formation stage of villages and towns, community creation and public construction emerge as critical driving factors. Throughout Chashan Village's transformation and development journey, inclusive grassroots governance, active participation and cooperative behavior of villagers, and local construction of characteristic culture have played pivotal roles. These factors have not only promoted the village's in-depth development but also offered valuable lessons for rural revitalization efforts worldwide.

Conclusions: The findings of this study contribute to a better understanding of the dynamics of village transformation and offer insights that can inform policy-making and community-led initiatives aimed at promoting rural revitalization globally.

Keywords: Rural Tourism; Traditional Villages; Transformation; Driving Factors; Chashan Village

Introduction

As a supplement and balance to the city, the village is one of the most basic structural units of Chinese society. It carries rich historical, cultural, and social significance in the evolution of civilization. Traditional villages, as ancient and precious cultural heritage, carry the genes of China's excellent traditional culture and are an important part of Chinese society. However, with the acceleration of urbanization, traditional villages are facing severe survival pressure, and many villages are facing a crisis of decline and extinction. Although the government has carried out a series of planning and implementation of the protection work of traditional villages, the progress of rescue and protection is far behind the rate of village extinction, leaving many traditional villages with historical and cultural value in danger. Therefore, the practical summary and theoretical exploration of the protection and development of traditional villages are particularly urgent.

The future fate of traditional villages has attracted much attention from academic circles. There are two main different views: one is the theory of the end of villages, which believes that with the advancement of urbanization and modernization, villages will inevitably come to an end; the other is village regeneration. The theory believes that villages can dialogue with urbanization and modernization to achieve regenerative development. In this context, characteristic towns, as innovative products of new urbanization construction, have received widespread attention. Among them, tourist towns play an important role in promoting the recovery of traditional villages and rural revitalization with their unique development models and functions. Taking Chashan Village in Fuchuan County, Guangxi Zhuang Autonomous Region as an example, its successful transformation and development experience provides new ideas and inspiration for the protection and development of traditional villages.



In this context, this article aims to explore the theoretical and practical issues of the protection and development of traditional villages. Taking Chashan Village as a case, it deeply analyses the internal mechanism of its transformation into tourism and provides a new theoretical perspective and practice for the protection and development of traditional villages. experience.

Objectives

1. Analyse the transformation and development process of Chashan Village: By sorting out the development process of Chashan Village, define its transformation stage, including the three key stages of village regeneration, village development, and rural tourism formation, to reveal its transformation from hollow village economy to rural tourism economy Then to the evolution of the comprehensive economy of villages and towns.

2. Explore the driving factors of Chashan Village's transformation stage: In-depth study of the dynamic driving factors of Chashan Village's different stages of transformation, including elite governance, villager participation, resources and markets in the village regeneration stage; institutional governance, villager collaboration, In-depth tourism experience, etc.; as well as community building and public construction in the formation stage of villages and towns, etc.

3. Analyse the leading forces in the transformation and development process: explore factors such as diverse participation, inclusive grassroots governance of benefit sharing, villagers' active participation and cooperative behavior, local construction of characteristic culture, and value reproduction in the transformation and development process of Chashan Village. The leading role in the in-depth development of mountain villages.

Literature review

1.1 Research on the transformation and development model of traditional villages

The traditional village transformation and development model is a research model that combines rural transformation theory and practice. Domestic and foreign scholars' research on the traditional village transformation and development model focuses on exploring the process, characteristics, and inherent laws of village development and evolution. A review of the literature found that there are three main types of traditional village transformation and development models: eco-museums, tourist attractions, and community creation. The eco-museum model sprouted from the outdoor creation of museums. In 1980, French scholar Riviere defined an Eco-Museum for the third and last time during his lifetime, pointing out that an Eco Museum is a tool jointly conceived, built, and managed by public authorities and local people, and believed that an Eco-Museum has Characteristics such as diversity, time and space, heritage and resident participation (Georges-Henri Rivière. 1986). The concept of eco-museum comes from people's reflections on old museums and the renewal of concepts, and it is based on modern material practices (Liu & Zongbi, 2017). The eco-museum model pursues the establishment of museums in traditional villages, adheres to "strict sustainability", emphasizes overall protection within the scope of the original community ecological environment (Zhang, 2011), and advocates protection concepts such as "living protection" and "villager presence" (Kimeev, 2008). This model can effectively solve the problem of idle, destroyed, and lost cultural heritage, construct the historical and cultural memory of traditional villages, and reconstruct the root carrier of local culture (Yuan & Jingjing, 2018). The tourist attraction model takes village space as the basic geographical unit integrates its resource endowments, and adopts a scenic operation and management model to increase the value of the village (Duan & Liangcan, 2015); it can orderly reconstruct the endogenous development mechanism of traditional villages and is the driving force behind villages. A feasible way to regenerate (Huang et al, 2018) can also achieve the organic combination of traditional elements and modern functions (Wu, 2016). The term "community building" originated in Japan, also known as "Zoromachi". It mainly refers to a series of continuous projects carried out by people living in a certain area to improve the quality of life, conduct diverse cooperation, and thereby enhance the vitality of community activities (Yu, 2011). The content of community building includes five aspects: people, culture, place, industry, and scenery (Liu, et al, 2017). The community-building model emphasizes social participation and villager autonomy, aims to build a community, advocates multi-party cooperation, and reshapes the vitality of the community. It is one of the important regeneration models of traditional villages (Tao, et al, 2019).

1.2 Research on the driving factors of traditional village transformation

The driving factors of traditional village transformation have always been the core content of rural research at home and abroad (Yang, et al, 2015). Relevant researchers mainly elaborate on the internal





and external driving forces of traditional village transformation from aspects such as industrial development, economic foundation, and governance mechanisms. In terms of industrial development, Ghaderi, and Henderson believe that tourism development is an important driving force for the transformation of traditional villages and has an impact on the village cultural landscape, community participation, and sustainable development (Ghaderi & Henderson, 2012). Zhang Hong believes that agricultural modernization promotes traditional village production methods, lifestyles, values, and other aspects have changed (Zhang, 2011); Liu Hongxing took Wenzhou villages as an example and believed that household industry drives the bottom-up development and upgrading of villages and is an important driving force for transformation (Liu, 1987). In terms of economic foundation, McGee et al. believe that the driving force for village transformation lies in the improvement of rural productivity, and through the recombination of production factors, a platform and mechanism for the free flow of capital, labor, technology, and other factors are formed (McGee, 2008); Li Yurui et al. Based on the development process of five representative villages in the Huaihai Plain in the past 30 years, it is believed that the macroeconomic environment, domestic and foreign markets, etc. have caused the reconstruction of the socioeconomic form and regional spatial pattern of agricultural villages in traditional agricultural areas (Li, et al, 2012); Gao Huizhi et al. studied Gao Chun The transformation and development of Dashan Village in International Slow City found that modern consumption has caused the disappearance of traditional, natural rural absolute space, driving the reconstruction and reconstruction of the original rural space, and is an important external driving force (Gao, et al, 2014). In terms of governance mechanisms, Yang Ren et al. analyzed the spatial reconstruction process and mechanism of Fengjian Village and found that the local government used administrative recruitment and environmental improvement recruitment as the main recruitment methods to attract diverse actors with different goals and promote village production. The transformation and reconstruction of space, ecological space, and living space are important initial driving forces; Li Bohua et al. believe that the bottom-up self-organizing forces of villagers' sense of autonomy and cooperation in traditional villages drive the development of the village's human settlement environment system. Evolution is an important internal driving force (Li, et al, 2019). In addition, other scholars have also found that villagers' literacy, location advantages, institutional innovation (Feng, et al, 2009), resource endowment (Cheng, et al, 2016), community response (Lee, 2013), and external resource injection (Wang, 2013) also promote the transformation of traditional villages. important driving factors.

1.3 Research evaluation

To sum up, scholars have achieved rich research results on the transformation and development of traditional villages, but existing research also reveals some problems that need to be solved. For example, the Eco Museum focuses on protection and emphasizes authenticity, but it ignores the rights of villages to modernize and develop, and lacks understanding and care for people's survival and development demands, leading to problems with practical limitations. Tourism attractions can promote village revitalization to a certain extent, but it is also full of interest conflicts between the government, developers, villagers, and other entities. It can also easily lead to multiple risks such as hollowing out of villages, homogenization of image, and cultural alienation. Due to the penetration of market logic, it is difficult for communities to form common interests, and community construction faces multiple contradictions and dilemmas such as the market, system, and capital. Nowadays, the internal and external environment for the development of traditional villages has undergone great changes, and it is necessary to further explore the transformation models and driving factors of traditional villages. Therefore, this article uses a grounded research method to analyze the process and mechanism of the transformation of Chashan Village into a tourist village, trying to answer the following questions: What stages has Chashan Village gone through in its transformation into a tourist village? What are the key drivers at different stages? What is the logical connection between the preceding and following factors?

Methodology

2.1 Case selection

Chashan Village is located in Chaodong Town, Fuchuan Yao Autonomous County, Guangxi. It is located in the mountainous area of northeastern Guangxi, between the remaining veins of Dupang Ridge and Mengzhu Ridge. It has a karst landform with many mountains and few flat lands. More than 30 kilometers away from Fuchuan County, it is at the junction of Hunan and Guangxi, bordering Dongshui to the east, Xiushui to the south, and Hunan to the northwest. Historically, it was the place where the Xiaohe Ancient Road must pass when entering Guangxi. Therefore, it is also known as the first village





in Guangxi along the Xiaohe Ancient Road. (In 219 BC, the twenty-eighth year of the First Emperor of Qin, to realize the control and management of the three counties in Lingnan, Qin Shihuang Yingzheng expanded a road between Hunan and Guangxi from Xianyang, the capital of Qin, to Guangzhou-based on the ancient Lingnan Road. The "new road" of the Qin Dynasty - Xiaohe Ancient Road, connected by water and land, and connected with the Maritime Silk Road.)

Chashan Village was founded in the early Ming Dynasty and flourished in the mid-Ming Dynasty. It has a development history of more than 600 years. It is an ancient village inhabited by the Yao and Han ethnic groups with a long history. For hundreds of years, the Yao and Han people have lived and worked here in peace and harmony. As for the origin of the name of Chashan Village, there is a saying: strange rocks fell from the sky, the mountain opened into two branches, the mountains were lush with trees, and the two rivers merged in front of the mountains to create a majestic atmosphere. The ancestors of Chashan Village passed by this place and saw its beautiful scenery, sweet spring water, and fertile land, so they settled here and named it Chashan Village. Although the natural conditions are relatively backward, the village has a long historical and cultural tradition and heritage. The village has ancient houses, stone roads, stone bridges, stone tablets, ancient wind and rain bridges, ancient stages, ancient passes, ancient temples, ancient ancestral halls, ancient Trees, and ancient wells that can be seen everywhere.

Chashan Village has jurisdiction over 3 natural villages, Shanxia, Xinzhai, and Chashan, and 5 villager groups. The village committee is located in Chashan Village. Chashan Village is a village where Pingdi Yao and Han people live together (the Yao people account for 40% of the population). Jiudu dialect and Fuyang dialect are the popular languages. There are 236 households with 964 people in the village.

2.2 Research methods

This study used grounded theory for qualitative analysis. Grounded theory was first proposed by two sociology scholars Glaser and Strauss in 1967 (Glaser & Strauss, 1967). The so-called grounded theory is based on the systematic collection and analysis of qualitative data, decomposing and conceptualizing the data, and then rising to a theoretical level. It is a qualitative inductive method that builds substantive theory from the bottom up (Chen, 1999). This research method requires a wide range of data sources, including observations, interviews, newspapers, recordings, books, etc. It is a more scientific and effective method in qualitative research and is divided into three processes: open coding, main axis coding, and selective coding.

2.3 Data sources

The grounded research method emphasizes discovering concepts and constructing theories from data, so data collection is a key step. This study obtained data through continuous field surveys in the case area. The team went to the case area to conduct field surveys in March and May 2019, September and October 2020, and March 2021, focusing on finding long-term interventions in Chashan Village. In-depth interviews were conducted with people involved in tourism development to obtain information. The interviews were conducted one-on-one using open-ended and semi-structured interview methods after informing the interviewees of the purpose and questions of the research. The interviewees include farmhouse operators, B&B operators, snack bar owners, cooperative employees, village committee members, and other groups. The interview content includes the history of tourism development in Chashan Village, development motivation, key events, rules and regulations, etc. A total of 78 interviews were conducted in the formal survey, including 31 interviewees who were most relevant to the topic of this article. The interviews were concentrated in the old streets and snack streets where the Aboriginal people live, focusing on looking for people who were involved in tourism operations in the early stages, such as farmhouse operators No. 1, 11, and 22. The length of a single interview is maintained within the range of 30 to 60 minutes, recorded using audio and transcript methods, and anonymously coded when collating the data later (*A represents the farmhouse operator, B represents the B&B operator, C represents the snack street shop owner, and D represents the cooperative Employees, E represents village committee personnel, and F represents others. For example, 201903-A-01 refers to the interview data with the operator of Farmhouse No. 1 in March 2019*). Other supporting materials include, firstly, academic documents related to the tourism development of Chashan Village, Chashan Village planning and institutional texts, news interviews, WeChat public platforms, etc.; secondly, the village appearance, production and life, rural customs, etc. of Chashan Village on-site inspections.

2.4 The transformation process of Chashan Village





The transformation of Chashan Village into a tourist town is a comprehensive manifestation of the agglomeration of the tourism industry. Its development of more than 10 years is not only a process of steady growth in the number of tourists received by Chashan Village, but also a process of Chashan Village gradually moving towards modernization and urbanization. Refer to the following indicators: (1) The comprehensive contribution rate of tourism, including community employment contribution, community income increase contribution, etc.; (2) Tourism product agglomeration, including tourism attraction level, tourism industry agglomeration, etc.; (3) Village and town construction level, it mainly includes the construction level of infrastructure and public services such as transportation, water, electricity, medical care, and fire protection. Combined with the research data on the development of Chashan Village over the years, the index system is assigned a value. The article divides the transformation process of Chashan Village into village regeneration (2014-2017), village development (2018-2021), and rural tourism formation (2022). So far 3 stages. In the village regeneration stage, the tourism format of Chashan Village is relatively simple, with limited types of tourism products, a small number of tourists, and a shortage of infrastructure and tourism reception facilities. It has not formed an obvious brand effect; the agglomeration effect of the tourism industry and its ability to stimulate employment are not significant, and it has not contributed to the regional economy. rate is low. In the village development stage, Chashan Village has supplemented and upgraded its tourism format, increasing villagers' participation and enthusiasm. At the same time, preferential conditions such as rent exemption have attracted returnees and outsiders to settle in the village to start businesses and attracted a large amount of external capital investment. Tourism reception capacity, tourism format system, market visibility, village construction, and development environment have been greatly improved, and brand influence has been enhanced. In the formation stage of rural tourism, Chashan Village has further developed tourism products such as creativity, culture, leisure, and vacation, deepened tourism experience, community building, and improved the level of public service facilities to create characteristic rural tourism that is suitable for living, working, and traveling. embarked on the road of rural tourism development.

Results

In the process of open coding, the collected original data are decomposed, initially conceptualized and categorized. In the process of spindle coding, we shrink the subcategory step by step, clarify the relationship between the categories, further develop the main category, and conceptualize and abstract again. Finally, in the process of selection coding, by dealing with the internal logical relationship between category and category, it excavates the core category leading all other categories from the main category and makes the third abstraction.

3.1 Open-encoding results

3.1.1 Key drivers of the village regeneration stage

Chashan Village, located in the corner of Chaodong Town, Fuchuan Yao Autonomous County, Hezhou City, used to be a deeply impoverished village. At that time, the villagers to make a living had gone out to work, and Chashan became a "hollow village". At that time, the village of Chashan was very ugly, and the environment was dirty and messy. The old old folk houses were used as cow sheds by the villagers. The ancient streets were full of cow dung, and the villagers threw rubbish everywhere. The change began in 2014. In 2014, Yang Zhikui, once known as the "King of vegetables", returned to the call of the local Party committee and government to serve as the general Party secretary of Chashan Village and began to lead the villagers to find a way to poverty and prosperity.

Although Chashan Village is barren, it has two national key cultural relics protection units, Xinglong Wind and Rain Bridge and Xiaohe Ancient Road, as well as more than 10 historic sites such as ancient streets, ancient dwellings, and ancient stage. Based on these advantageous resources, the local government has made clear the direction of developing rural tourism. Therefore, the county government invited planning experts to scientifically delimit the ecological protection area, ancient village protection area, new housing planning area, and environmental improvement area of villagers; invited cultural protection experts to rescue the "national protection" cultural relics such as Xinglong Wind and Rain Bridge and Chashan ancient stage. At the same time, the village committee actively responded to the call, and party members and cadres together, under the leadership of Yang Zhikui, vigorously carried out clean sanitation and environmental remediation. Cut the cement on the green stone, so that the ancient and beautiful green stone road again; the village committee leaders also do ideological work, take compensation and other ways, mobilize the villagers to clear the cow shed, and let the ancient dwellings again. At that time, the villagers also had the habit of littering, Secretary Yang





thought of a way, to let the village committee cadres to the door of the 'nail house' sitting, waiting, and a little grinding, gradually, the villagers were no longer embarrassed to throw garbage. The road is beautiful, the environment has become better, and the villagers are more hygienic and protect the environment, which has laid a good foundation for the development of tourism in Chashan Village.

The stage of village regeneration is first based on the excellent personal characteristics of rural leaders and their accurate exploration and interpretation of regional culture, but it is also inseparable from the rational choice of villagers to actively connect with the market under the contradiction between people and land. The open coding of the village regeneration stage yielded eight key driving factors, including outstanding leadership, excellent leadership team, autonomy concept, demonstration effect, rational choice of villagers, tourism resource development, tourism attraction, and tourism market (Table 1).

Table 1 Open encoding of drivers in the village regeneration stage

Categorization	conceptualization	Excerpts from the original data (in part)
A1 outstanding leader	A 1-vision A 2 dedication A 3 Entrepreneurship	Before 2014, many people in the village made a living by working abroad. To change the status quo, the village party secretary (Yang Zhikui) made up his mind to lead them to develop rural tourism (A 1). He put the interests of the villagers in front, and all his efforts were to make everyone rich (A 2). He has great ideals, daring to take responsibility, and A heavy sense of responsibility. He has built the ancient street into the current food street (A 3) (201903-A-02)
A2 Excellent leadership team	A 4 for the people A 5 rooted in the masses A 6 practice A 7 Clean and just	Village cadres do not seek personal interests, set an example, serve the villagers wholeheartedly (A 4), often in the village, solve problems, listen to the aspirations of the villagers (A 5), every morning, inspect the health, taste food (A 6), adhere to the clean, fair management concept (A 7) (201903-A-05)
A3 Concept of autonomy	An 8 Master attitude A 9 The spirit of responsibility	The development of Chashan village is a matter in our village. We insist on managing the things in the village well (A 8), shoulder the responsibilities together, and if there are problems, we can solve them together (A 9) (202009-E-01)
B1 Demonstration effect	B 1 Pioneer drive b2 Party members take the lead	In 2014, the village did tourism, but only three villagers responded, most of the villagers were in a wait-and-see state. It was not until 2018 when I saw that the people in the village had become rich, that I made up my mind to come back to open a farmhouse. Later, the villagers came back from other places to start the tourism business (b1) (201903-A-02)
.....
There are eight categories	There are 29 concepts in total	

3.1.2 Key driving factors in the village development stage



After the cultivation of the regeneration stage, Chashan Village consolidated and accumulated the foundation of rural tourism development and then moved towards the rapid development stage of scale expansion and quality improvement. From 2018 to 2021, Chashan Village once again offered preferential conditions to attract returnees and characteristic projects to enter, which promoted external resources to enter Chashan Village and carried out factor restructuring. During this period, five projects, such as inns and bars, have been built through self-financing and the introduction of external capital. Tourism and other supporting facilities have been continuously improved, and the regional space has been continuously expanded. At this stage, bifurcation village to flour, tofu, oil, vinegar, and other small workshops into multiple joint-stock cooperatives, villagers and merchants can voluntarily, a national shareholding system benefit distribution form formed the "inter-cultural, I have you" the depth of the interest interaction pattern and business community atmosphere, effectively solve the conflicts of interest between the villagers and vicious competition.

Notable, Fork Village in the development stage always the education of the villagers and shapes the integrity culture as the governance, not only advocating village regulations, contract specification, and informal management system, protecting excellent rural values away from the commercial negative dip, and farmers night school and moral lecture hall, reconstruct rural value system and network to adapt to the transformation of economic and social development. This effort promotes the demonstration of regional governance power, the continuous upgrading of regional development, and virtually reduces the organization cost among partners. In the village development stage, seven key driving factors were benefitting benefit-sharing system, governance system innovation, informal system, depth of villagers 'participation, breadth of villagers' participation, tourism product agglomeration, and tourism perception (Table 2).

Table 2 Open encoding of the driving factors in the village development stage

Categorization	conceptualization	Excerpts from the original data (in part)
D1 Benefit-sharing system	Co-operation of d1 households and societies Co-operation of d2 households and enterprises Co-operation of d3 households	In 2018, Chashan Village established a special snack cooperative, allowing more than 20 special snack operators to share in the cooperative. Based on operating income, the cooperative will pay two dividends at the end of the year (d1). And to flour, tofu, bamboo, pepper, vermicelli, edible oil, and other 5 raw material processing workshops for joint-stock cooperative management (d2). The investment has reached 11 households and 15 households, realizing the benefit alliance (d3) (201903-E-01)
D2 Innovation of governance system	d4 rule of law d5 The rule of virtue is the foundation Added to d6 autonomy	Chashan Village first used the legal system to make all kinds of tourism operators grow up healthily (d4), set up the "Mingli Hall", established the night school for farmers, and cultivated the rural culture such as honesty and trustworthiness (d5). Every New Year's Eve, the village committee and the villagers will worship their ancestors together in the ancestral hall, read out the village rules and regulations, and educate the villagers (d6) (202009-F-02)
D3 Informal system	d7 Ethical ethics The d8 intrinsic constraint d9 Self-management	Villagers use the traditional constraint form of signing the commitment letter and issuing the poison oath to cultivate the group honor concept (d7), spontaneously abide by the business rules, regulate their behavior (d8), and carry out self-management and supervision (d9) (202009-E-02)



Categorization	conceptualization	Excerpts from the original data (in part)
.....
There are seven categories	There are 19 concepts in total	

3.1.3 Key driving factors in the formation stage of rural tourism

After 2022, the collective and market demand of Chashan Village will promote the transformation of Chashan Village from a tourist destination to a leisure and vacation tourism destination. The scale of the tourism industry has increased substantially, and the industrial chain has been continuously extended, reaching a relatively high level of aggregation and deep cultivation. It should be particularly pointed out that at this stage, local governments and village collectives have increased the supply of livelihood affairs and public services, promoted the construction level of education, medical care, and fire protection in Chashan Village, and promoted the quality development of village production and living environment. The identity transformation of the villagers from traditional farmers to modern industrial operators, managers, and service providers and the continuous improvement of their comprehensive quality have realized the modernization of people.

The formation stage of rural tourism is combined with the discourse of community construction, and the purpose is to build a community and promote regional sustainable development, including the construction of regional boundaries, life boundaries, and regional publicity. With the support of the local government, Chashan Village improves the allocation efficiency of public resources and reconstructs the regional boundary through the integration of households (one household and ten people), optimizes the infrastructure and public service facilities to improve the villagers' life quality and reconstruct the regional life boundary. Based on blood, kinship, and geography, absorbing the local excellent cultural tradition, etiquette norms, and moral norms, strengthens the sense of belonging of the regional community and reconstructs the regional public. The open coding in the formation stage of villages and towns yielded six key driving factors, including household integration, industry and town integration, urban and rural integration, values integration, local attachment, and public service (Table 3).

Table 3 Open coding of drivers in the formation stage of rural tourism

Categorization	Conceptualization	Excerpts from the original data (in part)
G1 integration of households	g1 village linkage g2 benefit sharing g3 neighboring village help	Cha Village all the year-round villager's entrepreneurship and workers, village farmers by selling agricultural and sideline products and provide services to increase income, household linkage (g1), allowing the villagers in the village near the main and commercial block leisure stalls, selling local characteristic products (g2), a door drive around many families to get rich, 1 person drive 10 people get rich (g3) (201810-E-02)
G2 production town integration	g4 tertiary fusion g5 three-life fusion	The third belt, the second belt, second belt (g4), pays attention to supporting infrastructure construction, setting up post offices, banks, clinics, schools, etc., but also specially built 6 residential buildings (g5) for foreign businesses (201810-E-03)
G3 urban-rural integration	g6 with the city with the township g7 to promote the city	Chashan Village actively introduces the modern urban production factors, mobilizes social capital and talents to flow to Chashan Village (g6), and at the same time, through the "Chashan Village" brand into the city, promotes the circulation of rural elements in the city (g7) (201903-E-04)



Categorization	Conceptualization	Excerpts from the original data (in part)
There are six categories	There are 17 concepts in total	

3.2 Spindle encoding and selective encoding results

In the process of spindle coding, the driving factors of the village regeneration stage are summarized as three main categories: elite governance, villagers' participation, resources, and market; the driving factors of the village development stage are summarized as three main categories: institutional governance, villagers' cooperation, and deep tourism experience; and the driving factors of rural tourism formation stage are summarized as two main categories: community construction and public construction (Table 4). Finally, in the process of selective coding, based on the model (paradigm model) proposed by Strauss, and combined with the repeated comparison of original data records, it is found that village regeneration, village development, and rural tourism formation can well lead the driving factors of each stage, so it can be regarded as the core category.

Table 4 Spindle coding and selective coding of drivers

Core category	fundamental category	Corresponding subcategory	Subcategory connotation	Subcategory dimension
Village regeneration stage	Elite governance The villagers participate Resources and Markets	Outstanding leader	Forge ahead, innovation, justice, clean, and so on	Leader charm, high prestige
		Excellent leadership team	A community of management personnel	High morale, great influence
		The concept of autonomy	The concept of autonomy followed in the process of governance	Autonomous orientation
		Demonstration effect	The pioneers set an example to others	The forerunner demonstration effect is obvious
		The villagers choose rationally	Rational action of the villagers to choose the optimal strategy	The villagers choose reasonably
		Development of tourism resources	Based on the market, to explore and create tourism resources	Local differences are obvious
		tourist attraction	The stimulation degree of tourism resources to tourists	Tourism products are more attractive
		tourist market	Tourism demand market	Market demand is strong
Village development stage	Institutional governance Villager association In-depth tourism experience	Benefit sharing system	The benefit distribution form of benefit-sharing	A community of shared interests
		Innovation in the governance system	New measures adopted in the process of village collective governance	is gradually taking shape
		Informal system	Village rules and regulations, customs, and other folk management system	The means of governance have been continuously optimized
		Villager participation depth	Entrepreneurship, employment, innovation, and other platforms are provided	The informal system is accessible
		The breadth of villagers' participation		



Core category	fundamental category	Corresponding subcategory	Subcategory connotation	Subcategory dimension
		Tourism product agglomeration Tourism perception	The extensive source of participants in entrepreneurship and employment The richness of tourism product supply A direct reflection of the tourist tourism effect	The employment platform has continued to expand The scale of participation is constantly expanding From sightseeing to vacation Strong sense of tourism identity
Formation stage of rural tourism	Community building Public construction	Integration of households Production and town integration Urban-rural integration Integration of values Local attachment public service	Optimize the allocation of resources between households Functional integration between industries villages and towns Urban and rural factors of production flow and optimize Cultivate a sense of community and community The degree to which the people belong to the place Government investment in education, health, and other undertakings	The level of villages and towns is increasing The matching degree of production and town is gradually improved Interaction between urban and rural areas was strengthened Regional publicity is gradually formed People's sense of local belonging has deepened Public services are being gradually improved

Discussion

The independent transformation process of Chashan Village into a tourist town reveals that village transformation should not be a dynamic transformation under strong external intervention, but should follow the development logic of actively building new momentum, natural growth, and dynamic progress. Compared with static analysis and single-factor research paradigms, this study incorporates multi-dimensional factors that affect the transformation and development of traditional villages into the research framework for dynamic analysis and explores the logical connections between driving factors and preceding and following factors at different development stages. This analysis paradigm helps to



understand more clearly the process of progressive development of villages, the conditions they possess, and the internal and external driving forces. This explains to a certain extent why some villages lack motivation for revitalization and some villages suffer from sluggish subsequent development. The research results provide new observation perspectives and practical implications for rural revitalization from the perspective of local experience. This study draws the following main conclusions:

1. From "elite governance" to "institutional governance", continuous innovation of governance mechanisms is the key to the successful transformation of Chashan Village. In the early days, rural elites represented by village cadres were determined to forge ahead and benefit the people, transforming their influence into the effectiveness of "elite governance"; as the village develops, Chashan Village explores the concept of "you among me, and you among me". The common development model timely launches a series of inclusive governance systems with diverse participation and benefit sharing, and advocates the ultimate development ideas of "villagers' presence" and "common prosperity". The governance mechanism has moved from "elite governance" to "institutional governance". This transformation is not only a prerequisite for the "public construction" in the formation stage of villages and towns but also the natural choice for the innovative development of grassroots governance mechanisms.

2. From "villager participation" to "villager collaboration", the growth of villagers' subjective consciousness is the core endogenous driving force to promote the transformation and development of Chashan Village. The key to rural revitalization is people. Villagers' active participation and cooperative behavior strengthen their willingness and ability to participate in rural development. Therefore, rural construction should not be based on capital or government but should be a rural revitalization process that is committed to creating an autonomous space that is conducive to the growth of villagers, cultivating villagers' modernization awareness and public spirit, and truly giving full play to the villagers' subjective abilities and values.

3. Adhere to the coordination and unity of external tourism market demand and internal local characteristic cultural production, and promote the healthy transformation and development of Chashan Village. Chashan Village regards the village as an overall cultural production space and is oriented to optimize the in-depth experience of tourists. It excavates, integrates, and displays local folk culture, enriches the supply of tourism products and services, and reconstructs the local attraction of "collective memory" and "cultural identity" strength, reflecting full respect for the laws of supply and demand in the tourism market.

Recommendation

Based on the research findings regarding the driving factors of transformation and development in traditional Chinese villages, particularly in the context of rural tourism development exemplified by Chashan Village in Guangxi, several recommendations are proposed:

1. Enhanced Elite Governance and Community Participation: To facilitate successful village transformation, it's essential to continue fostering elite governance while actively engaging the local community in decision-making processes. Empowering local leaders and encouraging broader community participation can ensure that development initiatives align with the needs and aspirations of villagers, fostering a sense of ownership and commitment to sustainable growth.

2. Strategic Institutional Framework: Establishing a robust institutional framework is crucial for guiding and sustaining the development of rural tourism. This includes implementing effective governance mechanisms, policies, and regulations that support the integration of rural tourism into broader development strategies. Emphasis should be placed on transparent and inclusive governance structures that promote collaboration among stakeholders and ensure equitable distribution of benefits.

3. Diversification of Tourism Experiences: To attract and retain tourists, it's imperative to diversify tourism experiences beyond traditional attractions. Investing in the preservation and promotion of local culture, heritage, and natural resources can enrich the visitor experience and differentiate Chashan Village from other destinations. Additionally, developing unique tourism products and offering immersive experiences can cater to the evolving preferences of tourists and enhance the destination's competitiveness.

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