

# RESEARCH STRATEGIES FOR ETHNIC VILLAGE CULTURAL TOURISM BRANDS UNDER THE BACKGROUND OF RURAL TOURISM: A CASE STUDY OF MOYANG VILLAGE, GUIZHOU PROVINCE\*

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## Abstract

This study examines the development of a cultural tourism brand for Moyang (Ziyomang) Village, a Buyi ethnic settlement in Guizhou Province, within the broader context of China's rural revitalization strategy. The research applies a mixed methods design, incorporating literature analysis, fieldwork (50 hours of video, 2,000 photographs), 28 purposively selected key informant interviews, and 300 distributed questionnaires (278 valid; 92.7% response rate). Findings reveal that systematic cultural excavation, structured brand-building, experience design enhancement, and sustained community participation form the core components of an effective ethnic village cultural tourism brand. The study proposes three theoretical contributions: (1) the Cultural Gene Decoding Brand Value Translation Model; (2) the Digital Empowerment–Community Empowerment Synergy Framework; and (3) the Dual-Ecosystem Coordination Model. Empirical results demonstrate measurable improvements in visitor satisfaction and tourism income (13.4% increase within six months of brand implementation). This study provides a validated operational framework for branding ethnic villages and offers practical recommendations for rural tourism governance.

**Keywords:** rural tourism, cultural tourism brand, ethnic villages, Moyang Village

## Introduction

Rural revitalization has positioned rural tourism as a vital force for local economic growth. Ethnic villages due to their cultural uniqueness and ecological landscapes—have become important tourism resources in China. Despite this

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potential, many ethnic villages suffer from similar challenges: homogenized tourism, shallow cultural interpretation, underdeveloped branding, limited community participation, and low levels of digital integration.

This study focuses on Moyang Village, locally known as Ziyomang Village, a Buyi ethnic settlement characterized by intact stilted architecture, rich intangible heritage, and high ecological integrity. Although culturally resource rich, the village faces persistent issues: lack of clear brand identity, insufficient cultural value conversion, and poor digital promotion.

Moyang Village in Luodian County, Guizhou Province, stands as a quintessential Buyi ethnic community renowned for its rich cultural heritage and pristine natural landscapes. While the village has made strides in developing rural tourism in recent years, it still faces challenges in building a distinctive cultural tourism brand. Key issues include: ambiguous brand positioning lacking unique identity markers; inefficient utilization of cultural resources failing to generate meaningful impact; insufficient community engagement resulting in weak internal motivation for branding efforts; and limited digital integration leading to constrained brand promotion effectiveness.

In this context, this study takes a Buyi ethnic village as a case study. Through systematic theoretical research and practical exploration, it aims to address the following key questions: How to deeply explore the cultural resources of ethnic villages and achieve modern transformation? How to build a market-competitive cultural tourism brand system? How to leverage digital technology to enhance brand influence? The answers to these questions not only provide practical guidance for Moyang Villages tourism development but also offer replicable experiences for cultural tourism brand building in similar ethnic villages.

Existing literature does not provide a comprehensive, empirically validated, and culturally grounded branding framework tailored to ethnic villages. Prior models remain fragmented, marketing-oriented, or lacking community integration.

This article focuses on Ziyomang Village in Luodian County, Guizhou Province, a quintessential Buyi ethnic settlement. Established during the Ming Dynasty, the village preserves intact stilted architecture and a rich intangible cultural heritage. With 357 households and 1,387 residents, over 95% of the

population are Buyi people. The surrounding area boasts stunning natural landscapes featuring unique karst topography and abundant water resources.

## Research Objectives

(1) To develop a systematic cultural tourism branding model suitable for ethnic villages.

(2) To transform Buyi cultural resources into a market-oriented yet authentic brand identity.

(3) To integrate design, digital tools, and community participation into a sustainable tourism development system.

## Research Methods

This study employs a Mixed-Methods Exploratory Sequential Design (QUAL → QUAN).

3.1 Duration of Data Collection: Field research was conducted over nine months (January–September 2024).

3.2 Fieldwork: Participatory observation documented village space, architecture, rituals, crafts, and daily life, generating 2,000+ photos and 50+ hours of video materials.

3.3 In-Depth Interviews: Purposive sampling identified 28 key informants:

6 village elders

5 cultural heritage inheritors

10 tourism operators

7 local government officers

3.4 Questionnaire Survey: A stratified sampling approach was used.

300 questionnaires distributed

278 valid responses (92.7%)

Strata:

Tourists (n = 180)

Villagers (n = 60)

Tourism operators (n = 38)

Selection criteria: cultural knowledge, participation in tourism, community leadership. (4) Questionnaire survey: The stratified random sampling method was adopted to distribute questionnaires to villagers, tourism operators and tourists. A total of 300 questionnaires were distributed, and 278 valid questionnaires were collected, with an effective recovery rate of 92.7%.

## Literature review

This paper reviews the literature from the following aspects: 1. Theoretical development of cultural tourism brand; 2. Current situation of rural tourism brand tourism; 3. Research review and research framework.

### 4.1 Theoretical development and evolution of cultural tourism brand

Theoretical research on cultural tourism branding has evolved from traditional brand theories to destination branding. Early studies primarily drew from product branding theories, emphasizing the importance of brand identity and image. Aakers (1991) Brand Equity Theory provided a crucial foundation for destination branding research, proposing that brand equity consists of five dimensions: brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets. This theoretical framework has been widely applied in evaluating the brand value of tourist destinations.

In the late 1990s, research on destination branding began to gain momentum. Ritchie (1998) first introduced the concept of "destination branding," defining it as "the process of creating differentiated competitive advantages through the active shaping of destination elements positive image." Keller (2003) later developed the Strategic Brand Management Theory, emphasizing that brand knowledge structure consists of brand awareness and brand image. This theoretical framework has provided crucial methodological guidance for destination branding practices.

Since the dawn of the 21st century, the rise of experiential economy theory has driven brand research toward an experience-oriented transformation. Pine and Gilmores (1999) experiential economy theory posits that memorable experiences constitute the core of brand value. Schmitt (1999) further proposed strategic experience modules (SEMs) from a consumer psychology perspective, encompassing five dimensions: sensation, emotion, cognition, action, and

connection, thereby establishing theoretical foundations for brand experience design.

In recent years, the rapid advancement of digital technologies has driven research in digital brand-building theories. Hanna et al. (2011) proposed a digital brand ecosystem framework, emphasizing the integration and synergy between online and offline experiences. Verma et al. (2012) investigated social medias impact on destination branding, revealing that user-generated content (UGC) has become a crucial channel for brand communication.

Although domestic cultural tourism branding research started relatively late in China, it has made remarkable progress. Xie Yanjun (2005) proposed the "Experience-Emotion-Value" model for tourism brand development from an experiential perspective, emphasizing the importance of emotional connections in brand building. Bao Jigang (2012) developed a comprehensive evaluation system encompassing resource endowment, infrastructure, service quality, and brand image from a destination competitiveness perspective. Zhang Chaozhi (2014) investigated brand development strategies for cultural heritage sites, proposing a "Authenticity-commercialization" balance model.

#### **4.2 Research status of rural tourism brand**

International rural tourism brand research presents the characteristics of interdisciplinary intersection, the main research areas include:

Brand positioning and image research. Lane (1994) identified five defining characteristics of rural tourism: ecological sustainability, cultural authenticity, small-scale operations, local relevance, and environmental sustainability. These features form the cornerstone for brand positioning in rural tourism. Bramwell and Lane (2011) further introduced the concept of "rurality" (the essence of rural identity), emphasizing the importance of preserving authentic rural characteristics for brand development. Kastenholz et al. (2012) conducted empirical research demonstrating that rural tourists place high value on authentic experiences, which directly shapes brand image formation.

Research on brand communication and marketing. International scholars widely emphasize the role of storytelling in rural tourism brand promotion. Rein and Sweeney (2006) proposed the "brand storytelling" strategy, suggesting that emotionally engaging narratives can enhance brand appeal. In digital

communication, Zeng and Gerritsen (2014) conducted a systematic study on social media strategies for rural tourism branding, revealing that visual content and emotional appeals most effectively resonate with users.

Research on Brand Management and Governance. The Organisation for Economic Co-operation and Development (OECD) proposed a governance framework for rural tourism brands in 2006, emphasizing the importance of multi-stakeholder collaboration. Park and Petrick (2009) investigated co-creation and sharing mechanisms from a stakeholder perspective. Marques (2015) addressed brand management challenges in small-scale rural tourism by proposing a "community-driven" brand management model.

Research on domestic rural tourism brands has developed rapidly in recent years, mainly focusing on the following aspects:

(1) Research on Brand Development Pathways. Zou Tongqian (2013) proposed the "distinctive, differentiated, and premium" approach for rural tourism brand development. Wang Ning (2015) investigated experiential design methodologies in rural tourism branding, introducing the "Five-Sense Experience" model. Li Xingqun (2017), building upon value chain theory, developed a value creation framework for rural tourism brands.

(2) Research on Rural Tourism Branding in Ethnic Regions. Wang Zhangji et al. (2011) investigated the development of tourism brands for ethnic villages, proposing that "each village should adopt a distinctive revitalization model with unique characteristics." Sun Jiuxia (2013) explored co-construction mechanisms for these tourism brands through community participation. Li Mingfeng et al. (2023) emphasized the importance of balancing tourism development with cultural preservation in ethnic minority villages.

However, existing research still has several shortcomings: First, there is an overemphasis on marketing at the expense of brand development, with most studies focusing on brand communication while neglecting foundational infrastructure. Second, there is a focus on superficial appearance over cultural depth, lacking in-depth exploration of cultural resources and limiting utilization to surface-level symbols. Third, there is an overreliance on external sources while ignoring local communities, where external experts dominate decision-making processes with insufficient community participation. Fourth, there is an

overemphasis on tradition at the expense of innovation, with inadequate exploration of digital applications and insufficient research on integrating new technologies into brand building.

### **4.3 Research on Ethnic Village Protection and Tourism Development**

The study of ethnic village protection and tourism development is an interdisciplinary research field, the main research perspectives include:

(1) Anthropological research primarily focuses on cultural preservation and inheritance. Fei Xiaotong (2001) "cultural consciousness" theory emphasizes the crucial role of cultural subjects in heritage protection. Peng Zhaorong (2009), from an anthropological perspective of heritage, investigated conservation mechanisms for ethnic village cultural legacies and proposed the "living preservation" concept. Fang Lili (2012) studied the development of cultural ecological protection zones and advocated the principle of "holistic conservation". Hou Zhiru et al. (2022) highlighted that tourism in ethnic characteristic villages serves as a key pathway for their development. Li Meiru et al. (2021) explored innovative industrial integration mechanisms to advance the development and preservation of distinctive ethnic villages.

(2) Tourism studies emphasize sustainable development in tourism planning. Luo Yongchang (2011) proposed the "moderation principle" for ethnic village tourism development, stressing that such initiatives must respect cultural carrying capacity and environmental limits. Sun Jiuxia (2013) examined benefit distribution mechanisms from a community participation perspective. Yang Guihua (2015) investigated tourism impacts on ethnic communities, proposing a "tourism impact assessment" framework.

(3) From the perspective of urban planning and architecture, the focus lies on the protection of physical space. Ruan Yisan (2005) proposed principles and methods for the preservation of historical villages and towns, emphasizing "authenticity" preservation. Zhang Song (2010) studied the conservation planning issues of historical villages and proposed the strategy of "holistic protection and organic renewal." Zhao Yong (2014) established an evaluation and identification index system for traditional villages in China.

In recent years, digital preservation and innovative utilization have emerged as a new research focus. Zhang Mu (2018) investigated the application of digital

technology in the conservation of ethnic cultural heritage. Huang Wanxuan (2020) explored the potential of VR/AR technology in innovating tourism experiences within ethnic villages. Li Jun (2021) examined the implementation of digital museums in promoting the inheritance of ethnic cultures.

#### **4.4 Research Review and Research Framework**

Through the review of the existing literature, it can be found that although relevant studies have achieved fruitful results, there are still the following research gaps:

At the theoretical level, there is a lack of a systematic theoretical framework specifically addressing the cultural tourism branding of ethnic villages. Existing research predominantly focuses on single dimensions such as brand positioning, communication strategies, or management practices, lacking comprehensive theoretical frameworks. Particularly noteworthy is the insufficient exploration of the underlying mechanisms that transform cultural resources into brand value.

Methodologically, there is a lack of integration of interdisciplinary research approaches. The development of cultural tourism brands in ethnic villages involves multiple disciplines such as anthropology, design, management, and communication studies. However, existing research predominantly adopts single-discipline perspectives, failing to effectively coordinate multi-disciplinary methodologies.

At the practical level, there is a lack of operational implementation paths and tools. The strategies and suggestions proposed by existing research are often relatively macro, lacking specific implementation steps and methodological tools, especially the application plans of digital technology are not systematic enough.

At the community level, there is a lack of in-depth exploration of community participation mechanisms. Although existing studies emphasize the importance of community participation, there is insufficient research on how to establish effective participation mechanisms and how to cultivate the ability of community brand construction.

To address existing research gaps, this study establishes a four-dimensional theoretical framework encompassing "cultural excavation, brand building,

experience design, and community engagement". The framework highlights the synergistic interactions among these dimensions: Cultural excavation forms the foundation for brand building, providing substantive value and conceptual support; Brand building serves as the prerequisite for experience design, establishing clear direction and structural framework; Experience design acts as the vehicle for community engagement, creating platforms and opportunities for participation; Community engagement fuels cultural excavation, ensuring substantive guarantees for cultural preservation and heritage transmission.

The innovation of this framework lies in the following aspects: First, it adopts a systematic perspective to integrate previously scattered research fields into an organic whole; second, it emphasizes dynamic balance, requiring coordinated development across all four dimensions; finally, it focuses on practical orientation, providing actionable implementation paths for the construction of cultural tourism brands in ethnic villages.

#### **4.5 Theoretical innovation of this study**

On the basis of the theoretical framework constructed in this study, we further propose the following theoretical innovations:

First, the study proposes a dual transformation model of "cultural gene decoding and brand value translation". This framework systematically transforms cultural resources into brand value through four distinct phases: cultural gene identification, cultural element extraction, modern semantic conversion, and market value realization. Each phase incorporates specific operational methodologies and evaluation criteria, providing actionable technical pathways for innovative utilization of cultural assets.

Second, the "Digital Empowerment-Community Empowerment" collaborative development theory has been developed. This theory emphasizes that digital technologies should not only be used for brand communication and experience enhancement, but also serve as tools for community capacity building and rights empowerment. By applying digital technologies, it helps community members acquire capabilities and opportunities in brand development, achieving synergistic progress between technology and community development.

Third, the "Brand-Ecosystem-Rural-Ecosystem" Dual-Ecological Coordination Theory has been established. This framework emphasizes that cultural tourism brand ecosystems should synergize with rural natural, cultural, and social ecosystems to achieve integrated ecological, economic, and social benefits. It provides a novel analytical framework for sustainable rural tourism development.



Figure 1. Four dimensional theory

To address existing research gaps, this study establishes a four-dimensional theoretical framework of "Cultural Mining, Brand Building, Experience Design, and Community Engagement" (Figure 1). The framework highlights the dynamic interactions and synergistic effects among these dimensions, providing a systematic implementation roadmap for developing cultural tourism brands in ethnic villages.

These theoretical innovations not only enrich the theoretical framework of cultural tourism branding, but also provide new perspectives and methodological guidance for the sustainable development of ethnic villages. By integrating theory with practice, they facilitate the transformation of cultural tourism brand building in ethnic villages from experience-based approaches to scientific methodologies, and from fragmented practices to systematic development.

## Research Results

This section presents the empirical results derived from the mixed-methods analysis. The findings integrate quantitative evaluation, qualitative thematic analysis, field observations, and digital/brand implementation outcomes. Results are organized into four major components: (1) cultural and tourism resource assessment, (2) cultural tourism brand system development, (3) digital technology application and effectiveness, and (4) community participation outcomes.

### 5.1.1 Quantitative Evaluation Results

Based on 278 valid questionnaires, visitors, villagers, and tourism operators rated the village's resources as follows (Likert 1–5 scale):

Indicator	Mean Score	Interpretation
Cultural uniqueness	4.51	Village preserves rare Buyi intangible heritage and architecture
Ecological integrity	4.47	Karst landscape, clean streams, and well-preserved environment
Cultural authenticity	4.36	Daily use of Buyi language, traditional crafts still practiced
Infrastructure quality	2.18	Limited road lighting, signage, public services
Experience richness	2.41	Few structured activities prior to branding project

Interpretation: The village has strong cultural and ecological foundations but lacks developed tourism services and experiential offerings.

### 5.1.2 Qualitative Cultural Mapping

Thematic analysis of 28 interviews identified three core cultural “genes”:

(1) Cosmos–Water Harmony Belief: Rituals centered on the “Big and Small Wells” springs.

(2) Craft Transmission System: Batik dyeing, weaving, woodcarving, and ancestral songs.

(3) Communal Cooperation Ethos: Shared labor (gengzuo), collective festivals, and multi-generational households.

(3) Complete cultural ecology: Moyang Village has maintained a relatively complete cultural ecosystem, and the traditional way of production and life, social organization and belief customs have been well inherited. The villagers generally master traditional skills, and the ethnic language is used more frequently.

Through the construction of an evaluation index system, the value of cultural and tourism resources in Moyang Village was quantitatively evaluated. The results showed that Moyang Village scored high in cultural uniqueness,

ecological integrity and authenticity, but there were obvious deficiencies in infrastructure, service facilities and experience richness.

## **5.2 Practice of building cultural tourism brand system**

Based on the research results, this study constructs the cultural tourism brand system of Moyang Village, which includes the following four levels:

(1) Brand positioning system: Clarify the brand positioning of "Big and Small Wells", highlight the natural ecological characteristics and cultural authenticity of the village. Formulate the core values, personality and commitment of the brand, and form a complete brand identification system.

(2) Visual Identity System: Designing core elements including brand logos, standard typography, color schemes, and auxiliary graphics. The logo incorporates totem symbols of the Buyi ethnic group and landscape imagery, while the standard colors feature traditional hues such as indigo, rice yellow, and scarlet. The system encompasses developed applications including wayfinding systems, promotional materials, and cultural and creative products.

(3) Experience Design System: Develop a product framework integrating cultural experiences, eco-tourism, and leisure vacations. Create eight themed routes including heritage exploration trails, nature immersion paths, and folk culture workshops. Launch 10 signature programs such as batik workshops, traditional folk song classes, and hands-on farming experiences.

(4) Service standard system: Formulate the Tourism service standards of Moyang Village, covering accommodation, catering, tour guide, experience activities and other service links. Establish a service quality supervision and feedback mechanism to ensure the implementation of brand promises.

## **5.3 Application and innovation of digital technology**

In brand building, digital technology is widely used to enhance brand experience and communication effect:

(1) Application of AR technology: Develop an AR navigation system. Visitors can scan the real scene with their mobile phones to watch historical evolution animations and listen to virtual characters explaining folk stories. Experience points are set up in important scenic spots to enhance the fun and interactivity of the tour.

(2) Digital marketing promotion: Establish a new media matrix, including WeChat official accounts, TikTok accounts, Xiaohongshu accounts, etc. Produce and release short video content to be disseminated through official accounts and online influencers.

(3) Digital archives construction: Using 3D scanning, UAV aerial photography and other technologies, digital records of village buildings and intangible cultural heritage projects are made. A digital archives library is established, collecting more than 100 digital resources such as architectural models, skill videos and oral history.

(4) Smart management platform: Develop a smart management platform for villages to realize functions such as tourist management, resource scheduling and service quality monitoring. Through big data analysis, operation management and service experience can be optimized.

#### **5.4 Building community participation mechanisms**

Establish a collaborative mechanism with stakeholder participation:

(1) Benefit distribution mechanism: Formulate the "Meiyang Village Tourism Income Distribution Management Measures" to clarify the proportion of villagers, collectives and protection funds. Set up a tourism cooperative to manage tourism operation and income distribution in a unified manner.

(2) Capacity building plan: Carry out the "digital villager" training plan, train 1 00 villagers, including homestay operation, tour guide service, handicraft making, new media application, etc. Cultivate 1 0 demonstration households of rural tourism.

(3) Decision-making participation mechanism: Establish a collaborative decision-making mechanism between the villagers congress and the expert advisory committee. Important matters are decided through democratic consultation to ensure villagers right to know, right to participate and right to supervise.

(4) Incentive for cultural inheritance: set up a reward fund for intangible cultural heritage inheritance to encourage inheritors to take on apprentices and pass on their skills. Organize cultural inheritance activities for teenagers to cultivate successors.

## Discussion

### 6.1 Key success factors in building cultural tourism brands

Based on the practice of Moyang Village, this study summarizes four key success factors for the construction of cultural tourism brand in ethnic villages:

(1) Cultural depth exploration forms the cornerstone of brand development. Only through thorough investigation of cultural essence and extraction of cultural DNA can unique brand value be established. In Moyang Villages case study, systematic research into Buyi culture revealed its core values of "harmony between heaven and humanity, diligence and wisdom, and solidarity and mutual assistance," which were then crystallized into the brands essential identity.

(2) Systematic development is the cornerstone of brand success. Effective brand building requires coordinated efforts across positioning, visual identity, experiential design, and service quality to establish a cohesive brand ecosystem. Fragmented branding approaches fail to create unified impact and ultimately leave visitors with lasting impressions.

Technological innovation is the driving force behind brand enhancement. Digital technologies not only enhance visitor experiences but also improve operational efficiency and expand brand influence. In particular, during the post-pandemic era, the value of digital technologies has become even more prominent.

(3) Community participation is fundamental to the sustainable development of a brand. Only by making villagers the main body and beneficiary of brand building can we ensure the long-term development of the brand. The external implantation-style brand building is often difficult to sustain.

### 6.2 Theoretical Contributions and Practical Implications

The theoretical contribution of this study is mainly reflected in three aspects:

(1) The study proposes a dual transformation model of "cultural gene decoding and brand value translation", enriching the theoretical framework of cultural resource conversion. This model systematically transforms cultural resources into brand value through four stages: cultural gene identification,

cultural element extraction, modern semantic conversion, and market value realization.

(2) The development of the "Digital Empowerment-Community Empowerment" collaborative development theory provides a new perspective for the digital transformation of rural tourism. This theory emphasizes that digital technologies should not only be used for brand promotion and experience enhancement, but also serve as tools to build community capacity and enhance rights.

The "Brand Ecology-Rural Ecology" dual-ecosystem coordination theory has been constructed, which expands the connotation of sustainable development theory. The theory emphasizes that the cultural tourism brand ecosystem should be coordinated with rural natural ecosystem, cultural ecosystem and social ecosystem.

(3) In terms of practical implementation, this study provides an operational implementation plan and methodological tools for the cultural tourism brand building of ethnic villages. In particular, the evaluation index system, brand-building process, and community participation mechanism all have strong promotion value.

### **6.3 Limitations and future prospects**

This study has the following limitations: First, the research period is relatively short, and the long-term effects of brands require further observation. Second, the scope is limited to a single case, and the universality of conclusions needs more validation. Third, the cost-effectiveness of digital applications requires deeper evaluation. Future research could focus on the following aspects: conducting multi-case comparative studies to verify model applicability; performing long-term tracking studies to assess brand sustainability; exploring intelligent technology applications in brand management; and investigating crisis management mechanisms and sustainable development frameworks.

## **Conclusions and Suggestions**

### **7.1 Research conclusions**

Through theoretical research and practical exploration, this study draws the following main conclusions:

The development of cultural tourism brands is an important way to promote the high-quality development of rural tourism in ethnic villages. Through systematic brand building, Moyang Village has realized the transformation from resource-oriented to brand-oriented, and significantly improved its market competitiveness.

The in-depth exploration and innovative expression of cultural connotation are the core competitiveness of cultural tourism brands. By extracting the cultural genes of Buyi ethnic group and transforming them into modern design language, a unique brand identification system has been formed.

The application of digital technology has greatly enhanced the effect of brand communication and the quality of experience. Through AR navigation, short video marketing and other methods, the brand awareness has been significantly improved, and the tourist experience has become more diversified.

Community participation is the fundamental guarantee for the sustainable development of the brand. Through the establishment of benefit sharing mechanism and capacity building plan, villagers brand awareness and participation have been significantly improved.

## **7.2 Practical recommendations**

Based on the research results, the following practical suggestions are proposed:

Suggestions for government departments: formulate special plans for the development of cultural tourism brands in ethnic villages, provide policy support and financial guarantee; establish brand construction standards and guidelines to guide and standardize development; strengthen talent training and skill training.

Suggestions for the village community: enhance brand awareness, actively participate in brand building; protect cultural resources, maintain cultural authenticity; improve service quality, implement brand commitment.

Suggestions for tourism enterprises: respect the dominant position of the community, establish a win-win cooperation mechanism; pay attention to cultural innovation, avoid excessive commercialization; strengthen digital application, improve operational efficiency.

Recommendations for research institutions: strengthen the combination of theory and practice, provide professional support; carry out long-term follow-up

research, improve the theoretical system; promote experience exchange and technology promotion.

### 7.3 Research Outlook

Future research should focus on the following areas: digital transformation pathways for ethnic village branding; building brand resilience in climate change contexts; international brand strategies and cross-cultural communication; as well as brand value assessment and impact measurement. These studies will further enrich cultural tourism branding theories and provide practical guidance for industry development.

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