



Research on the Strategy of Integrating Wuzhen Bamboo Weaving Intangible Cultural Heritage into Rural Tourism Industry Oriented to Common Prosperity

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ABSTRACT

The rural tourism industry is a unique local sector, which plays a significant role in the development of rural production and livelihoods. Against the backdrop of common prosperity, the rural tourism industry is constantly evolving, with increasing demands for specialization. Therefore, this research focuses on strategies for integrating Wuzhen bamboo weaving intangible cultural heritage into the rural tourism industry oriented towards common prosperity. This study clarifies the overview of Wuzhen bamboo weaving intangible cultural heritage and the development of the rural tourism industry, analyzes the integration of intangible cultural heritage with rural tourism, and proposes strategies from four aspects: deepening the cultural excavation and inheritance of bamboo weaving intangible cultural heritage, innovating its development and promotion of tourism products, enhancing the integration of bamboo weaving intangible cultural heritage with rural tourism, and promoting its sustainable development, all oriented towards common prosperity.

Keywords: Common prosperity; Wuzhen bamboo weaving intangible cultural heritage; Integration; Rural; Tourism industry

INTRODUCTION

The rural tourism industry refers to an industrial form that relies on the natural and human resources of rural areas, takes the tourism market as the guide, and meets the diversified needs of tourists by providing sightseeing, leisure, vacation, experience and other services, which has several important characteristics. The first is the rural nature, the core attraction of rural tourism lies in its unique local flavor and rural culture ^[1-3], tourists can experience farm life, taste farm food, participate in agricultural activities, etc.; the second is the regional differences, rural tourism resources have distinctive regional characteristics, the countryside in different regions in the natural environment, production methods, folk culture and other aspects of the differences, which provides a rich resource base for rural tourism; thirdly, the rural tourism resources have distinctive regional characteristics, different regions in the countryside in the natural environment, production methods, folk culture and other aspects of the differences, which provides a rich resource base for rural tourism. Third, project diversity ^[4-6], rural tourism projects are diverse, including sightseeing tours, recreation, folklore experience, agricultural activities and other types, which can meet the needs of different tourists; Fourth, folk customs, rural tourism can show the folk customs and traditional culture of the rural areas, so that tourists can understand and experience the local cultural characteristics in the process of tourism; The fifth is sustainable development, rural tourism focuses on ecological protection and cultural heritage, through scientific planning and rational development, it can realize the harmonious coexistence of tourism and the environment ^[7-10], and promote the sustainable development of rural areas.

With the accelerated pace of urban life, people are more and more inclined to choose a short but exquisite rural vacation mode to relax and enjoy the beauty of nature and the peaceful atmosphere of life. In the context of natural resources are difficult to differentiate, rural tourism will pay more attention to the creation of humanistic scenes, through in-depth excavation of the history, culture and tradition of the countryside, to provide tourists with a unique cultural experience. With the continuous

progress of science and technology, rural tourism will also experience intelligent and digital changes. Intelligent accommodation services, convenient transportation methods, digital tour guide services, etc. will provide tourists with more convenient, comfortable and personalized tourism experience. Factors affecting the development of rural tourism industry are multifaceted, and these factors interact with each other to determine the development direction and speed of rural tourism industry ^[11-13]. Therefore, it is necessary for the government, enterprises and all walks of life to make joint efforts to strengthen policy support, improve infrastructure, enhance service quality, protect the ecological environment, and explore cultural resources. According to the current situation, this paper researches the strategy of integrating Wuzhen bamboo weaving intangible cultural heritage into the rural tourism industry with the orientation of common prosperity.

1 OVERVIEW OF THE BAMBOO WEAVING INTANGIBLE CULTURAL HERITAGE IN WUZHEN

As an important part of the Chinese traditional handicrafts, Wuzhen bamboo weaving has gradually formed a unique artistic style and exquisite skill level through the inheritance and development from generation to generation. According to historical records, bamboo weaving in Wuzhen began more than 2,000 years ago during the Wu-Yue period, by the Tang Dynasty, it had already achieved a considerable scale and reached its peak during the Ming and Qing Dynasties. In this long historical process, Wuzhen bamboo weaving has not only met the needs of local residents in daily life and production, but also gradually developed into a handicraft of artistic value, as shown in Figure 1. The inheritance of Wuzhen bamboo weaving is mainly carried out through both within the family and between masters and apprentices: First of all, many bamboo weaving families have been living on bamboo weaving for generations, and they regard this skill as an important asset of the family and it is passed on to their descendants through hands-on teaching and personal instruction. Secondly, some highly skilled bamboo weaving artists also teach their skills and experience to more people by collecting students ^[14-16].

In recent years, Wuzhen bamboo weaving has also received more and more attention and protection. On the one hand, governments at all levels and relevant departments have increased their support for Wuzhen bamboo weaving, encouraging and supporting the creation and production of bamboo weaving artists through financial subsidies and policy support; on the other hand, all sectors of society also actively participated in the protection and inheritance of Wuzhen bamboo weaving ^[17-20], and improved the public awareness and attention of Wuzhen bamboo weaving through brand customization, exhibition and sales, competition training and other activities.



Figure 1 The existing Wuzhen bamboo weaving handicrafts and artworks.

2 STATUS OF DEVELOPMENT OF RURAL TOURISM INDUSTRY

In recent years, the rural tourism industry market has continued to expand, with significant revenue growth. According to relevant data, China's domestic tourism revenue reached 1.52 trillion yuan in the first quarter of 2024, a year-on-year increase of 17.0%, a record high. Among them, rural tourism, as an important component ^[21-23], has also achieved rapid growth. The number of tourists visiting rural areas has increased significantly. In the first quarter of 2024, rural areas received nearly 800 million tourists, a record high for the same period. The output value of rural tourism is also rising year by year. In 2023, the output value of China's rural tourism industry will exceed 900 billion yuan, which is of great significance to the revitalization of the rural economy.

Tourist groups in rural tourism are becoming more and more diversified, involving tourists of different ages, genders and income levels. Among them, the post-80s and post-90s are the most important groups of tourists in rural tourism, who are in pursuit of natural, leisure and relaxation travel experience. At the same time, the post-00s are more and more interested in rural tourism, rural tourism users mainly focus on food, accommodation, transportation, etc., but gradually shows a trend towards cultural and ecological products.

Despite the rapid development of the rural tourism industry in ^[24], it still faces many challenges. First of all, the product homogeneity problem is more prominent, many rural tourism projects on the use of natural landscape lack of differentiation strategy, often simply copy the successful cases, such as organic, picking garden pattern blossom everywhere, but ignored the

combination of local unique history and culture, folk customs depth mining and innovation, cause tourists in more tour experience highly similar, difficult to meet its growing personalized, diversified demand. Secondly, the homogenization of industrial structure is also one of the bottlenecks restricting the development of rural tourism. Many rural tourism destinations rely too much on the tourist flow of short-term peaks such as holidays, and lack the strategic planning of balanced development throughout the year. This "tidal" tourist flow not only intensifies the pressure on infrastructure, but also leaves resources idle during non-peak season, making it difficult to form a stable and sustainable source of income. At the same time, the single industrial structure and the lack of diversified development path, such as the deep processing of agricultural products, the development of cultural and creative products, restrict the comprehensive upgrading of rural tourism economy. In addition, the shortage of professional talents is also an important problem facing the development of rural tourism. With the transformation of rural tourism to high-quality and refined direction, the demand for professional talents in management, operation, marketing, cultural creativity and other fields has increased sharply. However, there is a relative shortage of professionals who understand both rural areas and are proficient in tourism in the current market, which leads to the difficulty to achieve the expected results in product development, brand building, market promotion and other aspects, which affects the overall competitiveness and attraction of rural tourism.

3 THE CONNECTION BETWEEN INTANGIBLE CULTURAL HERITAGE AND RURAL TOURISM INDUSTRY

There is a close and deep connection between intangible cultural heritage and the rural tourism industry, which is manifested in a number of ways.

Firstly, the enrichment and enhancement of cultural connotation, intangible cultural heritage for rural tourism injected cultural connotation: intangible cultural heritage projects usually have profound cultural connotation, unique forms of expression, distinctive regional and national characteristics, these elements for rural tourism provides a rich cultural resources and unique tourism experience. Through the excavation and display of intangible cultural heritage projects, rural tourism can get rid of the simple sightseeing mode and transform into in-depth cultural experience. Enhance the cultural quality of rural tourism: the integration of intangible cultural heritage makes rural tourism not only the appreciation of natural scenery, but also an in-depth understanding of local culture, history and tradition, and folk customs. The enhancement of cultural quality will help attract more tourists who seek cultural experience and relaxation ^[25].

Secondly, with the transformation and appreciation of economic value, intangible cultural heritage handicrafts are no longer just simple commodities, but integrated into creative design and modern aesthetics, and become high value-added products with unique cultural symbols. In addition, the intangible cultural heritage performance and experience project has realized the transformation from "seeing" to "participation". Tourists are no longer just onlookers, but can personally participate in the learning and practice of intangible cultural heritage skills, such as learning to make traditional handicrafts and participating in folk festivals. With the hot sales of intangible cultural heritage tourism products, the relevant industrial chain has been gradually improved. From raw material supply, design and development, production and processing, market promotion and brand construction, every link has promoted the diversified development of rural economy. By participating in the production and sales of intangible cultural heritage products, the villagers have not only realized the realization of their skills, but also expanded the channels for increasing their income, and the living standard has been significantly improved.

Third, the expansion of social functions and the integration of intangible cultural heritage and rural tourism have provided a broader platform and more audiences for the inheritance of intangible cultural heritage. Through tourism activities, the intangible cultural heritage can be spread and displayed in a wider range, attracting tourists from different regions and different cultural backgrounds to come and experience. Intangible cultural heritage tourism activities have also become an important way to cultivate a new generation of non-genetic inheritors. In the process of tourism, many young people are attracted by the charm of the intangible cultural heritage, and actively participate in the learning and inheritance of the intangible cultural heritage skills. Through the training system and workshop training, they have not only mastered the essence of intangible cultural heritage skills, but also become a new force for their inheritance and innovation. The integration of intangible cultural heritage and rural tourism also promotes the harmony and stability of rural society. With the development of intangible cultural heritage tourism, the infrastructure of rural areas has been continuously improved, the public service level has been continuously improved, and the quality of life of villagers has been significantly improved.

4 STRATEGIES FOR INTEGRATING WUZHEN BAMBOO WEAVING INTANGIBLE CULTURAL HERITAGE INTO RURAL TOURISM INDUSTRY ORIENTED TO COMMON PROSPERITY

4.1 Deepening the cultural excavation and inheritance of bamboo weaving intangible cultural heritage

The cultural excavation and inheritance of bamboo weaving intangible cultural heritage includes several dimensions, the key information of which is summarized and the resulting table is shown in Table 1 below.

Table 1 Key information on cultural excavation and transmission of bamboo weaving intangible cultural heritage

Dimension	Describe	Element Presentation
History	Originating over 2,000 years ago during the Wu-Yue period, bamboo weaving was used to build shelters for protection from wind and rain, create agricultural tools and daily utensils, and enclose and raise game	The historical exhibition area of bamboo weaving is set up in the cultural tourist attractions of Wuzhen, to display the ancient bamboo weaving farm tools, daily utensils, shelter models and other physical objects, so that visitors can intuitively understand the origin and use of bamboo weaving.
	The Tang Dynasty initially took shape and reached its peak in the Ming and Qing Dynasties Wuzhen bamboo weaving skills have been handed down from generation to generation and become the crystallization of the wisdom of the working people	Using modern digital technology, the historical development process of bamboo weaving is displayed through interactive touch screen or AR / VR equipment, vividly restoring the evolution of bamboo weaving skills from the Wu-Yue period to the Tang and Ming and Qing dynasties, helping visitors to understand this period of history in a short time.
Cultural connotation	Rich in folk culture, handicraft culture, and regional culture	Invite the inheritors of bamboo weaving skills or folk culture experts to perform or explain, deeply analyze the cultural connotation, historical background and artistic value of bamboo weaving with display and explanation.
	Reflecting the lifestyle and aesthetic taste of ancient laboring people Has unique artistic and aesthetic value	Hold theme festivals related to bamboo weaving culture, such as bamboo weaving culture festival and folk custom performance, to invite visitors to participate.
Cultural excavation	Organize intangible cultural heritage experts and scholars to conduct in-depth research, organize and publish relevant books and materials	A reading corner is set up in the bamboo weaving culture exhibition area, and relevant books, research reports and materials are provided for tourists to read.
	Organize bamboo weaving cultural festivals, skill competitions, and other activities to enhance the visibility and influence of bamboo weaving intangible cultural heritage	Exquisite bamboo exhibition racks and comfortable bamboo weaving seats can be designed to facilitate visitors in understand the cultural depth of bamboo weaving.
Technical characteristics	Strengthen cooperation and exchanges with other cultural industries, broaden the cultural connotation and extension of the bamboo weaving intangible cultural heritage, and consider the combination of bamboo weaving with wood, glass, leather, metal, ceramics and other materials to reconstruct the bamboo weaving art works	Cooperate with artists of wood, glass, leather, metal, ceramics and other materials, to hold interdisciplinary exhibitions to show the innovative design of bamboo weaving artworks combined with other materials, and allow visitors see the modern application of bamboo weaving skills.
	Made from various bamboo materials, through multiple processes such as removing nodes, splitting bamboo, dividing strips, breaking strips, scraping strips, setting width, trimming edges, drawing threads, drying, dyeing, weaving, and more Exquisite craftsmanship, diverse forms, rich functions, beautiful shape	On the premise of ensuring safety, an experience area is set up, so that visitors can personally participate in the bamboo weaving selection, bamboo opening, bamboo breaking and dyeing. At the same time, video, animation and other multimedia forms are used to demonstrate the steps of bamboo weaving process. Short films or animations can be made to show the whole process from the selection of raw materials to the final product.
Protecting and inheriting the current situation	It reflects the wisdom and patience of Wuzhen bamboo weaving craftsmen	
	The current summary includes at least 120 bamboo weaving patterns	Organize bamboo weaving experience courses or research workshops, so that visitors can make simple bamboo weaving DIY experience products under the guidance of professionals. The course can introduce the influence of modern lifestyle on bamboo weaving skills and the importance of protection and inheritance work.
	Faced with the impact of modern industrial plastic products and intelligent lifestyle, the bamboo weaving industry is gradually declining	
Protecting and inheriting the current situation	Governments at all levels and intangible cultural heritage protection agencies have strengthened the protection and inheritance of bamboo weaving	

	intangible cultural heritage	
	Promote the inheritance and development of bamboo weaving skills through the establishment of inheritors, inheritance bases, and training courses	
Excellent inheritance case	Family inheritance: For example, the Qian family of Zhuyun Workshop in Wuzhen. The customization of branded, joint and high-end installation artworks, bamboo weaving research and experience courses, and the design and development of bamboo weaving cultural and creative products, gradually continuing the inheritance of the bamboo weaving industry of the Qian family in Wuzhen	Set up a special display Qian family bamboo weaving inheritance exhibition hall, through physical exhibition, family history data, inheritance story of graphic display, introduces the Qian family bamboo weaving skills inheritance process, important figures and their contribution in the bamboo weaving art and set up special product sales area, display and sales Qian family design bamboo weaving products.
Future prospects	Promote the integration of bamboo weaving intangible cultural heritage with modern design, technology and market, innovate bamboo weaving products and services, strengthen international exchanges and cooperation and overseas exhibitions, and enhance the influence and competitiveness of bamboo weaving intangible cultural heritage on the international stage	Organize cooperation with international cultural institutions and art groups, hold lectures, exhibitions and demonstrations on bamboo weaving techniques to enhance the international popularity of Wuzhen bamboo weaving.
	Cultivate more young inheritors and bamboo weaving intangible cultural heritage enthusiasts both domestically and internationally to ensure the inter-generational inheritance and sustainable development of bamboo weaving skills	Conduct systematic bamboo weaving training courses and summer camps for teenagers to cultivate the interest and skills of the younger generation in bamboo weaving skills.

As can be seen from Table 1, experts and scholars are organized to carry out in-depth research on the history, techniques and cultural connotations of bamboo weaving in Wuzhen, and relevant books and materials are collated and published to provide a solid theoretical basis for the protection and inheritance of the bamboo weaving intangible heritage. Strengthen the protection and cultivation of the bamboo weaving inheritors, through the establishment of the inheritor fund, organizing training courses for the inheritors, etc., to motivate and support them to continue to inherit and carry forward the bamboo weaving skills. Wuzhen rural tourist attractions in the establishment of bamboo weaving intangible cultural heritage display area, through the physical display, interactive experience, multimedia display and other forms, so that tourists intuitively feel the unique charm and cultural connotation of Wuzhen bamboo weaving. Organize bamboo weaving cultural festival, bamboo weaving skills competition and other activities to improve the visibility and influence of bamboo weaving intangible heritage, to attract more tourists and all walks of life attention.

4.2 Innovating the development and promotion of bamboo weaving intangible cultural heritage tourism products

The development and promotion of bamboo weaving intangible heritage tourism products is a key part of the operation and profit of the rural tourism industry. Its basic requirements can be determined first, as shown in Figure 2 below.



Figure 2 Bamboo weaving intangible cultural heritage tourism product development and promotion requirements

As shown in Figure 2, the development of bamboo weaving intangible cultural heritage tourism products should fully consider four key market demands: the cultural exploration and integration of bamboo products, balancing functionality and artistry, emphasizing both quality and environmental sustainability, and unifying diversity with personalization. In terms of design, Wuzhen bamboo weaving can consider collaborating with external design companies and design programs at colleges and universities to design and produce bamboo weaving souvenirs with Wuzhen characteristics, such as bamboo jewelry, bamboo toys, bamboo ornaments, bamboo lamps, etc., to meet the shopping needs of different tourists. Develop bamboo weaving experience projects, such as bamboo weaving DIY courses, bamboo weaving handmade experience, etc., so that tourists can experience the fun of bamboo weaving skills in the participation process, and enhance their sense of participation and experience. Develop innovative bamboo weaving products that meet the market demand, while retaining the traditional elements. For example, by combining modern aesthetics and practical functions, bamboo weaving decorative paintings and commercial complex installation artworks are designed to meet the needs of the times.

Brand building is at the core of promoting bamboo weaving intangible cultural heritage products. In promotion, attention should not only be given to product design but also to extensive dissemination through brand identity, packaging, exhibitions, and other forms, enhancing tourists' recognition and loyalty to Wuzhen bamboo weaving. In terms of marketing, targeted strategies should be developed, such as participating in domestic and international tourism exhibitions, promoting offline experience stores, and developing Wuzhen bamboo weaving-themed tourism routes to increase market exposure. Online marketing is an indispensable part of modern promotion. Bamboo weaving tourism products can be sold through e-commerce platforms, achieving online and offline integrated promotion. Additionally, famous travel bloggers can be invited to promote Wuzhen bamboo weaving products, raising their visibility and market reach. Interactive tourism experiences are key to increasing visitor engagement and satisfaction. Through on-site interaction and immersive experiences, visitors can gain a deeper understanding of bamboo weaving culture, thereby enhancing the appeal of cultural tourism. Government policy support is crucial for the deep integration of bamboo weaving intangible cultural heritage with the tourism industry. The Wuzhen government could introduce a series of preferential policies to encourage innovation in the bamboo weaving industry, strengthen training and support for bamboo weaving inheritors, and promote talent cultivation and skill development.

4.3 Promoting the in-depth integration of bamboo weaving intangible cultural heritage and rural tourism

The deep integration of Wuzhen bamboo weaving intangible cultural heritage and rural tourism is very important to promote the common development of the two, but due to the limitation of experience, it has some problems, as shown in Table 2 below.

Table 2 Bamboo weaving intangible cultural heritage and rural tourism integration problems and solutions

Problem	Describe	Solution
Insufficient integration depth	The core concepts, traditional virtues and humanistic spirit contained in Wuzhen bamboo weaving have not been fully explored, modern interpreted and innovatively expressed, making it difficult for tourists to deeply feel its unique charm and cultural value in the process of tourism.	Wuzhen bamboo weaving cultural elements that have been modern interpreted and innovatively expressed into the tourist routes and experience projects. Through AR multimedia display, interactive experience, on-site demonstration and other forms, visitors can deeply feel the unique charm and cultural value of bamboo weaving intangible cultural heritage in the participation process.
Lack of fusion highlights	The highlight projects of bamboo weaving intangible cultural heritage tourism products are few, the innovative	Develop diversified bamboo weaving experience projects, create bamboo weaving culture theme activities and plan the theme tourism routes with regional characteristics. In

	forms are not diverse enough, and the participation and interaction are not strong, resulting in a single tourist experience and difficulty in forming a deep impression.	addition, with the bamboo weaving DIY course, visitors can make simple bamboo weaving handicrafts, such as bamboo fruit plates and bamboo flower ware. By participating in the production, visitors can have a deeper understanding of the bamboo weaving skills and get unique tourist souvenirs.
Insufficient fusion height	The deep integration of bamboo weaving intangible cultural heritage and rural tourism has not effectively met the growing spiritual and cultural needs of the people, and its supporting role in enhancing national cultural confidence and building a cultural power is limited.	In rural tourism, diversified cultural activities should be carried out, such as organizing lectures, forums, exhibitions and reading groups on bamboo weaving culture, inviting experts, scholars and non-genetic inheritors to share the cultural value of bamboo weaving skills, enhance the public's cognition and recognition of the intangible cultural heritage of bamboo weaving, and enhance the confidence of national culture.
Talent shortage	The number of inheritors of bamboo weaving intangible cultural heritage is limited, and they face problems such as aging age structure and discontinuity in skill inheritance; At the same time, the relative shortage of rural tourism management talents, which hinders the deep integration and development of the two.	Professional courses on bamboo weaving skills are offered in vocational schools and technical schools to attract young people to learn and master bamboo weaving skills. At the same time, non-genetic inheritors of Wuzhen bamboo weaving are encouraged to teach traditional skills to the younger generation through the inheritance mode of "mentoring" system. In addition, the existing rural surplus labor force in Wuzhen should be systematically trained to improve their management level and service awareness.
Insufficient policy support	The deep integration and development of bamboo weaving intangible cultural heritage and rural tourism require a large amount of financial support and policy guidance, but currently there is insufficient investment to meet actual needs.	Through the guidance of Wuzhen local government and preferential policies, Wuzhen will attract social capital to participate in the integrated development of bamboo weaving intangible cultural heritage and rural tourism, and consider setting up a special investment fund to attract enterprises, financial institutions and social investors to participate. In addition, public welfare organizations are encouraged to set up funds for the protection and development of intangible bamboo weaving to attract donations and subsidies from all sectors of society.
Insufficient publicity and promotion	The market promotion of bamboo weaving intangible cultural heritage tourism products is insufficient, and the brand awareness is not high, making it difficult to attract more tourists' attention and consumption.	Make full use of TikTok, Kwai, RED, WeChat Public Account and other social media, online e-commerce platform through various channels to promote, expand the scope of the audience. Consider cooperating with well-known travel blogger and KOL to increase the exposure of Wuzhen bamboo weaving tour.
The collaborative mechanism is imperfect	The interest coordination mechanism between the non-genetic inheritors of Wuzhen bamboo weaving and the rural tourism operators is not perfect, and there are problems such as uneven interest distribution and weak cooperation willingness, which affect the deep integration and development of the two.	Consider introducing a third-party organization, such as the Wuzhen local government or industry association, to supervise and coordinate the benefit distribution between the non-genetic inheritors of Wuzhen bamboo weaving and the rural tourism operators. Establish transparent standards for profit distribution to ensure that the interests of all parties are treated fairly. At the same time, encourage the establishment of joint venture or cooperative model, so that the non-genetic inheritors of bamboo weaving and rural tourism operators can jointly participate in the operation and decision-making. Through equity distribution, profit sharing and other ways to enhance the cooperation willingness of both sides, and jointly promote the development of the industry.

As shown in Table 2, the bamboo weaving themed rural tourism routes are planned combined with the rural tourism resources in Wuzhen. The bamboo weaving workshop, bamboo weaving culture exhibition area and bamboo weaving experience projects will be linked together to form a complete tourism experience chain. Strengthen the cooperation and linkage with other tourist attractions, build the whole Wuzhen cultural tourism brand, and enhance the overall tourism attraction. Strengthen the infrastructure construction of rural tourist attractions and improve the quality of service. Improve transportation, accommodation, catering and other facilities to provide a convenient and comfortable tourism environment for tourists.

Strengthen the training and management of bamboo weaving craftsmen, improve their skills and service awareness. Provide professional bamboo weaving skills guidance and consulting services for tourists.

4.4 Promoting the sustainable development of the bamboo weaving intangible cultural heritage sector

On the path of deepening the sustainable development of bamboo weaving intangible cultural heritage, it is necessary to carefully plan and implement a series of strategies to comprehensively stimulate its inherent vitality, and strengthen the deep integration with diversified industries such as rural tourism, cultural creativity, and health preservation. Specifically, the development boundary of the bamboo weaving intangible cultural heritage industry will be expanded through cross-border cooperation and resource integration, injecting new vitality into its market prospects. In terms of promoting industrial integration, carefully plan projects that closely integrate bamboo weaving intangible cultural heritage with rural tourism, such as establishing bamboo weaving cultural experience areas, allowing tourists to experience the charm of bamboo weaving art in an immersive environment; At the same time, we will develop bamboo themed homestays and bamboo weaving handicraft markets to provide tourists with a comprehensive and multi-level bamboo weaving cultural experience. Technological innovation and product design innovation are key to enhancing the competitiveness of the bamboo weaving intangible cultural heritage industry. We should increase support for bamboo weaving studios, encourage them to introduce advanced technology and design concepts, innovate products and improve processes to enhance product quality and added value. In terms of promoting employment and increasing income for villagers, fully leverage the driving role of the bamboo weaving intangible cultural heritage industry to provide rich employment opportunities and entrepreneurial platforms for local villagers. Encourage villagers to participate in the learning and inheritance of bamboo weaving skills, and improve their skills and employability through organizing bamboo weaving skills training classes, establishing bamboo weaving studios, and other methods. Through resource sharing and complementary advantages, achieve mutual benefit and common prosperity between regions. Regularly organize bamboo weaving cultural exchange activities, exhibitions, etc., to promote mutual learning and reference of bamboo weaving culture in various regions, and to promote the sustainable and healthy development of the bamboo weaving intangible cultural heritage industry.

In addition, in order to comprehensively and deeply promote the sustainable development of the intangible cultural heritage field of bamboo weaving, it is necessary to pay attention to the strengthening and expansion of the following aspects: first, to strengthen brand building and market promotion. By creating a bamboo weaving brand with regional characteristics and cultural connotation, and using modern communication means such as the Internet and social media, the brand's popularity and reputation will be improved to attract the attention and love of consumers at home and abroad. At the same time, organizing bamboo weaving cultural festivals, art exhibitions, online live broadcasts and other activities will showcase the unique charm of bamboo weaving art through multiple channels, broaden market sales channels, and enhance market competitiveness. The second is to strengthen the construction of education and inheritance system. Incorporate bamboo weaving skills into school curriculum and local cultural education system, starting from childhood, to cultivate the younger generation's interest and sense of identity in bamboo weaving culture. At the same time, establish a system for inheritors of bamboo weaving skills, provide policy support and honorary recognition for senior artists, and encourage them to actively engage in the inheritance and innovation of skills. Through forms such as mentorship, workshops, and community learning centers, bamboo weaving skills are widely disseminated to ensure that this intangible cultural heritage can continue to thrive and be passed down from generation to generation. The third is to promote the concept of green ecology and sustainable development. In the selection of bamboo weaving materials, we advocate the use of environmentally friendly and sustainable bamboo resources, protect the ecological environment through scientific and reasonable bamboo forest management and harvesting methods, and achieve harmonious coexistence between the bamboo weaving industry and the natural environment. At the same time, encourage bamboo weaving products to incorporate green concepts in their design, such as developing biodegradable and recyclable bamboo weaving packaging materials to reduce their impact on the environment and enhance their market competitiveness. The fourth is to deepen international cooperation and exchanges. Actively participate in international intangible cultural heritage protection and exchange activities, share the unique charm and protection experience of bamboo weaving culture with countries around the world, and enhance mutual understanding and respect. Through international cooperation projects, advanced protection concepts and technological means from abroad are introduced to enhance the level of protection and internationalization of China's intangible cultural heritage of bamboo weaving. At the same time, exploring sales channels for bamboo weaving products in the international market, promoting bamboo weaving culture to the world, and becoming an important bridge connecting different cultures and promoting mutual learning among civilizations.

5 CONCLUSION

Common prosperity is the essential requirement of socialism and also an important goal of China's modernization drive. In the process of promoting rural revitalization and tourism development, it is particularly important to achieve common prosperity. Wuzhen is an important place for tourism and cultural activities. The rapid development of its tourism industry has brought significant economic and social benefits to the surrounding villages. Integrating the Wuzhen bamboo weaving intangible cultural heritage into the rural tourism industry can not only promote the inheritance and development of the intangible cultural heritage, but also promote the growth of the rural economy and increase the income of the villagers. With the improvement of people's living standards and the enhancement of cultural confidence, more and more tourists begin to pay attention to the intangible cultural heritage and traditional culture. Integrating Wuzhen bamboo weaving intangible cultural heritage into the rural tourism industry can meet the needs of tourists for cultural experience and attract more tourists to visit and experience. Therefore, this paper, guided by common prosperity, this article deeply analyzes the internal logic and implementation path of the integration and development of intangible cultural heritage of bamboo weaving and rural tourism industry in Wuzhen, and proposes a series

of targeted and innovative strategic suggestions. These strategies aim to promote the coordinated development of intangible cultural heritage inheritance and rural economy through policy guidance, market operation, cultural innovation, and other efforts, achieving a win-win situation of economic and social benefits. The integrated development of intangible cultural heritage of Wuzhen bamboo weaving and rural tourism industry not only enriches the cultural experience of tourists and enhances the comprehensive strength of rural economy, but also opens up new paths for the inheritance of intangible cultural heritage and the sustainable development of rural society. This practical achievement is not only a vivid interpretation of the concept of common prosperity, but also a positive exploration and contribution to the integrated development model of rural revitalization and cultural tourism in the future.

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