

Exploration of Industrial Integration Model of Hejiazhai Camping Base under the Background of Rural Revitalization

Ying Yin^{1*}, Yinyin Ma¹

¹ Xinyang Normal University, Xinyang, China

Email Address

yinyinghero@126.com (Ying Yin), skyin1993@163.com (Yinyin Ma)

*Correspondence: yinyinghero@126.com

Received: 21 December 2025; **Accepted:** 18 January 2026; **Published:** 26 February 2026

Abstract:

Driven by the dual forces of rural revitalization strategy and booming camping economy, the “camping+” industrial integration has emerged as a pivotal approach to activate rural resources and promote industrial upgrading. This study examines the Hejiazhai Camping Base in Shihe District, Xinyang City, Henan Province. Grounded in industrial integration theory and rural revitalization theory, it systematically investigates the base’s integrated development model through analysis of relevant policy documents, government announcements, and academic research. The findings reveal that while the base has developed a diversified business ecosystem by leveraging tea industry, revolutionary heritage, and ecological resources, challenges persist including insufficient integration depth, product homogenization, and inadequate supporting facilities. The paper proposes targeted optimization strategies to provide actionable references for high-quality industrial integration in rural camping sites.

Keywords:

Hejiazhai Camping Base, Industrial Integration, Tea-tourism Integration

1. Research Background

1.1. Policy Orientation: Policy Overlapping of Rural Revitalization and Industrial Integration

On January 1, 2024, the “Opinions of the Central Committee of the Communist Party of China and the State Council on Learning and Applying the Experience of the ‘Thousand Villages Demonstration, Ten Thousand Villages Improvement’ Project to Effectively Promote the Comprehensive Revitalization of Rural Areas” emphasized “promoting the integrated development of primary, secondary, and tertiary industries in rural areas” and encouraged the cultivation of new business forms such as ecotourism and leisure camping. Since the launch of the Rural Revitalization Strategy, the Chinese government has explicitly advocated “promoting integrated development of primary, secondary, and tertiary industries in rural areas,” while encouraging emerging sectors like eco-tourism and leisure camping. The Action Plan for

Enhancing Outdoor Sports Facilities and Services (2023-2025) underscores the deep integration of outdoor sports with tourism, providing policy support for the camping economy. At the local level, Xinyang City introduced the Three-Year Action Plan for High-Quality Development of the Tea Industry (2023-2025), setting the goal of “transforming tea regions into scenic spots, tea gardens into parks, and tea mountains into gold mines” to drive the convergence of tea and tourism. The implementation of the Implementation Measures for Xinyang City’s “Attracting Visitors to Xinyang” Tourism Subsidy Fund further ensures policy support for cultural and tourism projects like camping bases. The sustained release of these policy benefits has created an ideal environment for the industrial integration of the Hejiazhai Camping Base.

1.1. Market Demand: Dual Driving Force of Camping Economy and Consumption Upgrade

In the post-pandemic era, short-distance and immersive camping tourism has surged as a key leisure choice for the public. [1] China's outdoor camping sector is characterized by growing numbers of participants, expanding scale, and diversified development. [2] Meanwhile, consumers increasingly demand cultural depth and experiential value in tourism products, making traditional camping accommodations inadequate. Market trends now favor integrated formats like “camping + culture”, “camping + industry”, and “camping + educational tours”. [3] Shihegang Town, home to the Hejiazhai Camping Base, serves as both the core production area of Xinyang Maojian tea and a hub of revolutionary heritage, perfectly aligning with the market’s appetite for eco-cultural and experiential tourism offerings.

1.2. Resource Endowment: The Inherent Support of Rural Characteristic Resources

The Hejiazhai Camping Base, nestled in Haojiachong Village of Shihegang Town, lies at the heart of the renowned “Five Clouds, Two Pools, and One Village” tea production area. With 15,000 mu (approximately 1,000 hectares) of tea plantations, it is the birthplace of the gold-certified “Longtan Brand” Xinyang Maojian tea. The base is flanked by the Tongbai Mountains to the west and overlooks Nanwan Lake to the east, boasting over 80% forest coverage and an exceptional ecological environment. Shihegang Town, rich in revolutionary heritage, is the birthplace of the Siwangshan Uprising and the venue for the Siwangshan Conference, featuring multiple revolutionary memorial sites. As a nationally recognized rural tourism village and a National Forest Village, Haojiachong Village has a solid foundation for rural tourism development. The synergy of tea cultivation, revolutionary culture, and ecological resources provides a robust foundation for industrial integration.

2. Current Status of Industrial Integration Development at Hejiazhai Camping Base

2.1. Basic Operational Status of the Base

The Hejiazhai Camping Base, operated by Xinyang Jixiaoxiang Tourism Development Co., Ltd., was officially launched in 2022 after its 2020 project approval and received national 4A-level tourist attraction certification in December 2024. Covering 767 mu (approximately 120 acres), this distinctive tent resort features 86 accommodation units, ranking among the largest in Central China. Strategically located within a two-hour economic zone encompassing Wuhan, Zhengzhou, and

Hefei, the base's accessibility has been significantly enhanced by the Dabie Mountain Expressway (Minggang-Jigongshan section). Annual visitor numbers exceed 1 million, with peak daily attendance surpassing 100,000. Seasonal tourism peaks during weekends and holidays, generating annual revenue of 23 million yuan. The resort supports 800 local jobs and boosts income for nearly 20,000 tea farmers.

2.2. Industrial Integration and Development Models

2.2.1. Camping+Tea Industry: Core Fusion Business

Hegjiazhai Camping Base uses “Xinyang Maojian” tea as its core resource to develop an integrated tea tourism industry chain of sightseeing, experiential activities, and consumption. It integrates camping tents with tea garden landscapes, emphasizing “overnight tea sea” experiences. Based on this, it offers diverse tea culture interactive programs like tea - picking, processing, visiting exhibition halls and workshops, and tea tasting. To extend the value chain, it develops tea - related products such as tea sales, cultural and creative items, and tea utensils. Moreover, it collaborates with local tea enterprises to create tea culture experience parks. Finally, it forms a complete “tea garden sightseeing + tea tasting + cultural and creative consumption” tea tourism ecosystem, achieving a closed - loop industrial model from single sightseeing to in - depth experiences and diversified consumption.

2.2.2. Camping+Red Culture: Empowerment of Spiritual Core

The initiative explores regional revolutionary heritage by integrating sites such as the Four - Watching Mountain Conference Site and the New 5th Division Logistics Hospital into tourism routes, creating immersive red - themed educational programs. The base, designed for over 500 participants, offers a “daytime red education + nighttime camping and recuperation” model, combining revolutionary spirit inheritance with camping. Through cultural and revolutionary storytelling, the program enriches camping and blends revolutionary education with leisure tourism. [4]

2.2.2. Camping+Ecological Health Care: Expanding the Diversity of Experiences

Capitalizing on its pristine ecological environment, the base has developed diverse programs like mountain outdoor activities, stargazing camping and wellness retreats. Facilities such as Yunya Ancient Castle, educational study bases, Chagreen Boardwalk and infinity pools are combined with immersive experiences including glass slides, flying carpet attractions and cliffside pools, creating a seamless “morning tea - picking + afternoon outdoor adventures + evening camping relaxation” experience loop. Leveraging the ecological resources of Nanwan Lake Basin, it also offers eco - tourism products like lakeside sightseeing and cycling tours, balancing conservation and tourism development.

2.2.3. Camping+Rural Service: Perfect Supporting Industry

To meet camping needs, the rural service infrastructure has been upgraded to form a comprehensive support system integrating homestays, dining, and shopping. Over 200 homestays and farmhouse restaurants have been established around the base, adopting the “master operator + Xinyang Xiaoyuan” model to transform idle farmhouses into boutique homestay clusters. For dining, the “All-Tea Banquet” specialty offers local ingredients like wild crucian carp, wild boar, chestnuts, and kiwifruit, creating

distinctive rural cuisine. Establish a tea tourism product store to sell various cultural and creative products, thereby extending the value of the industrial chain.

3. The Problems and Causes of Industrial Integration in Hejiazhai Camping Base

3.1. Insufficient industrial integration limits the release of synergistic effects

Although Hejiazhai Camping Base has developed diversified integrated industries, sectors show a “simple superposition” with lack of deep collaboration. The integration of tea industry and camping is superficial, limited to tea - picking and sales, with insufficient exploration of tea culture. The combination of revolutionary culture and camping focuses on guided tours, lacking interactive experiences. Industries like eco - wellness and rural services have weak connections with core industries, making it hard to build an integrated ecosystem. This problem results from the base’s lack of systematic industrial integration planning, vague design of integration nodes and pathways, and imperfect collaborative mechanisms among government, enterprises, village collectives, and farmers. The “enterprise dominance, government support, and low villager participation” persists, failing to form a benefit - and - risk - sharing community. Additionally, the absence of effective evaluation and monitoring mechanisms for industrial integration leads to insufficient momentum for integrated development.

3.2. The product homogenization is prominent, and the core competitiveness is weak

Base tourism products are severely homogenized with surrounding campgrounds, lacking distinctiveness. Experience offerings mainly include conventional activities like tea - picking, glass slides, and camping, lacking innovation and failing to meet consumers’ needs. Cultural and creative products are mostly Maojian tea derivatives, with insufficient integration of red culture and ancient village elements. They have homogenized designs, low added value, and high seasonality, leading to a sharp drop in tourist numbers in autumn and winter. The root cause is the superficial exploration of local cultures and heritage, and enterprises have weak innovation awareness, limited R & D investment, and no professional design teams. Moreover, local resources like ancient villages and red heritage sites are not well - integrated with camping experiences, preventing the conversion of cultural value into economic benefits.

3.3. Inadequate supporting facilities and inconsistent service quality

In terms of infrastructure, the ecological parking lot faces capacity shortages in peak seasons, worsening parking difficulties. Public services are underdeveloped: the visitor center lacks comprehensive functions like professional tourism consultation and complaint - resolution mechanisms, and catering and accommodation services are poorly standardized with great service quality disparities. The smart tourism sector lags as it lacks integrated online booking, navigation, and tour - guidance systems, not meeting tourists’ convenience needs. This situation mainly results from concentrated early - stage investments in core camping facilities and insufficient funding for supporting infrastructure and public services. Limited rural financing channels and corporate financial constraints impede continuous facility upgrades. Additionally, infrastructure development lacks foresight to handle the increasing number of tourists.

Insufficient investments in smart tourism and digital technology applications reduce service efficiency and visitor experience.

3.4. Lack of professional talent and limited operational management capabilities

The base lacks versatile professionals proficient in camping operations, the tea industry, and revolutionary culture. Most current staff are local villagers who know regional resources but lack specialized knowledge in tourism services, product design, and marketing, leading to low service standardization and product innovation capabilities. The talent development mechanism is inadequate. Despite collaborations with universities and vocational schools, challenges in attracting, cultivating, retaining, and utilizing talent hinder industrial integration. The core problem is that rural areas can't compete with urban areas in salary and career development, making it hard to recruit versatile professionals. Local talent cultivation lacks targeted approaches and professional skill training, resulting in villagers' underdeveloped service capabilities and innovative awareness. Moreover, insufficient school - enterprise cooperation and the absence of stable talent supply and internship mechanisms cause a disconnect between talent supply and market demands.

4. Industrial Integration Optimization Path of Hejiazhai Camping Base under the Background of Rural Revitalization

4.1. Strengthening Planning Guidance and Building a Multi-Party Collaborative Integration Mechanism

To formulate a systematic integration plan, align with the rural revitalization strategy and regional development plans. Develop the "Hejiazhai Camping Base Industrial Integration Development Special Plan" to clarify integration nodes and pathways for tea industry, red culture, ecological resources, and rural services, establishing a "one core (camping) leading, three pillars (tea, red culture, ecology) supporting, and multi - industry integration" development pattern. Meanwhile, improve a diversified collaborative mechanism by establishing a "government + enterprises + village collectives + cooperatives + farmers" cooperative development model with clear - cut responsibilities. Specifically, the government offers policy support and infrastructure, enterprises lead product development and management, village collectives and cooperatives integrate land and labor resources, and farmers participate in services like catering, accommodation, and tea - picking experiences, forming a shared - interest mechanism. Moreover, establish an evaluation system to include integration effectiveness in operational assessment indicators, focusing on monitoring cultural exploration depth, product innovation capabilities, and villagers' income growth, conduct regular evaluations to dynamically optimize integration strategies.

4.2. Deeply explore the cultural connotation and create differentiated and integrated products

To deepen cultural tourism integration, two key strategies should be implemented. First, explore Xinyang Maojian tea's historical and cultural heritage and traditional production techniques. Create "tea history education + intangible cultural heritage experiences" programs like Tang Dynasty tribute tea exhibitions and traditional tea - making workshops. Develop "tea garden wellness" products by incorporating tea culture's health benefits, such as tea therapy, tea yoga, and tea - based dietary wellness.

Second, develop innovative red - themed cultural tourism products. Provide immersive experiences like reenacting the “Siwangshan Conference” and simulated Central Plains breakout campaigns. Create customized red - themed study packages for different - aged students, integrating revolutionary education with camping experiences. Also, revitalize ancient village cultural resources. Restore historical relics in Yunya Ancient Village, explore its defensive culture and local virtuous figures’ legacy, and develop projects like ancient village exploration and folk custom experiences. Design themed cultural products like village model replicas and stone carving reproductions to boost value. To deal with seasonal fluctuations, develop seasonal products like “winter snow viewing + hot spring camping” and “autumn red leaf viewing + picking experiences” to enrich offerings throughout the year and mitigate seasonal variations.

4.3. Improve supporting facilities and enhance service guarantee capabilities

To enhance the comprehensive service capabilities and ecological environment quality of camping bases, multi - faceted optimization and upgrades are needed. For infrastructure, expand ecological parking lots and add charging stations and RV supply stations to relieve peak - season parking pressure. Improve the transportation network by optimizing connections with surrounding areas to enhance travel convenience. Strengthen network infrastructure for full 5G coverage to support smart tourism. To improve public service quality, optimize tourist service centers with dedicated windows for consultation, complaint handling, and medical assistance. Set standardized service benchmarks for catering and accommodation and train staff. Implement smart tourism systems for better visitor convenience. For ecological protection facilities, upgrade waste sorting and sewage treatment systems. Install ecological conservation signs and conduct environmental awareness campaigns to guide civilized camping.

4.4. Improving Talent Mechanism and Strengthening Intellectual Support

To strengthen talent development, the city has implemented multi - faceted strategies for professional attraction, cultivation, retention, and utilization. It introduced preferential policies to attract interdisciplinary talents in tourism management, product design, and marketing, and collaborated with universities and vocational institutions to set up internship and training bases for targeted talent development. Meanwhile, through joint efforts with cultural tourism authorities and industry associations, it launched specialized training programs in tourism services, tea culture interpretation, and red culture dissemination, and regularly invited experts and industry leaders to give lectures to enhance local practitioners’ professional competence, innovative thinking, and operational management capabilities. Moreover, a talent incentive fund was established to recognize outstanding employees and improve talent retention. The city also encouraged local villagers to start businesses by offering startup subsidies and technical guidance to nurture indigenous entrepreneurial talent.

4.5. Strengthening Policy Support and Optimizing Development Environment

To promote the base’s development, comprehensive measures are required. First, increase policy support. Implement Xinyang City’s “Attracting Visitors to Xinyang” tourism subsidy policy, offer subsidies for the base’s product innovation and market promotion, and seek special fund support like rural revitalization and cultural -

tourism integration to relieve corporate financial pressure. Second, optimize the business environment. Simplify approval procedures to facilitate the base's facility construction and project development. Meanwhile, strengthen market supervision to standardize the tourism market order and safeguard the rights of tourists and operators. Third, enhance brand promotion. Integrate new media platforms such as TikTok, Xiaohongshu, and Video Account. Conduct theme publicity activities like "Tea Mountain Check - in" and "Ancient Village Camping", and organize events including tea culture festivals, red study forums, and camping carnivals to boost the base's brand awareness and influence.

5. Conclusions

In the context of rural revitalization, Hejiazhai Camping Base has leveraged its strengths in tea industry, revolutionary heritage, and ecological resources to develop a diversified industrial ecosystem, making significant contributions to rural economic growth and farmers' income enhancement. However, challenges such as insufficient industrial integration, product homogenization, inadequate supporting facilities, and a shortage of specialized talent continue to hinder its high-quality development. By optimizing strategies—strengthening planning guidance, deepening cultural exploration, improving infrastructure, establishing talent mechanisms, and enhancing policy support—the base can transition from "simple aggregation" to "deep integration," ultimately creating a distinctive model that combines camping, tea culture, revolutionary heritage, educational tours, and wellness tourism.

Conflicts of Interest

The authors declares that there is no conflict of interest regarding the publication of this article.

Author Contributions

Conceptualization: Ying Yin. Yinyin Ma.; Methodology: Ying Yin.; Validation: Yinyin Ma.; Formal analysis: Yinyin Ma.; Investigation: Ying Yin.; Resources: Ying Yin.; Data Curation: Ying Yin.; Writing – original draft preparation: Ying Yin.; Writing – review and editing: Yinyin Ma.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

References

- [1] Meng, T.; Xu, D.; Xie, F.L. Exploring the "Camping Tourism+" Industrial Development Model in Bijie. *Tourism and Photography*, 2023, 21, 50-52.
- [2] Chen, Y.; Fan, C.W.; Liu, J.W. The practical logic, developmental characteristics, and promotion strategies of outdoor camping in China. *Sichuan Sports Science*, 2024, 43(05), 126-131+140. DOI: 10.13932/j.cnki.sctyx.2024.05.22.
- [3] Bi, R. Research on the Promotion of Rural Revitalization by the "Camping+" Industrial Ecosystem from the Perspective of Experience Economy [C]// China Sports Science Society. Abstracts of the 13th National Sports Science

Conference—Wallpaper Exchange (Sports Industry Branch). Wuhan Institute of Physical Education; 2023, 370-372. DOI: 10.26914/c.cnkihy.2023.068137.

- [4] Li, Z.H. Research on the Integrated Development of Outdoor Sports and Red Cultural Tourism in Xiangxi Prefecture. Jishou University, 2022. DOI: 10.27750/d.cnki.gjsdx.2022.000246.



© 2026 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)