



Research on the Impact of Residential Living on the Sustainable Development of Yunnan Plateau's Characteristic Agricultural Economy in the Context of Rural Revitalization

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Abstract. This study is situated within the framework of the rural revitalization strategy, concentrating on the synergistic development mechanism between residential tourism and the agricultural economy in the Yunnan Plateau region. By analyzing the mechanisms through which residential tourism influences the agricultural economy, the study identifies three primary pathways: demand transmission, resource activation, and value reconstruction. These pathways facilitate the transformation of agriculture from a production-oriented model to a service-oriented one. The research highlights that the integration of agriculture and tourism in the Yunnan Plateau encounters challenges such as inadequate infrastructure and the homogenization of cultural resource development. Addressing these challenges necessitates achieving sustainable development through industrial synergy, ecological protection, cultural activation, and policy guidance. Drawing on regional policy theory, a comprehensive policy tool system is constructed, encompassing industrial synergy, ecological protection, and cultural activation, along with tiered support policy recommendations. Additionally, the research systematically analyzes the development trends of the Yunnan lifestyle, revealing that its regional distribution is closely linked to the geographical environment. Consumer demand is observed to trend towards diversification and depth, while the construction of infrastructure and service systems exhibits a hierarchical progression. Finally, from the perspective of policy support and institutional innovation, the study proposes recommendations such as innovating financial products, enhancing the fiscal support system, and strengthening the development of smart elderly care service platforms. These measures aim to inject sustained

momentum into the plateau's characteristic agriculture and provide a theoretical foundation and practical references for rural revitalization in similar regions.

Keywords: Rural Revitalization; Nomadic Lifestyle; Yunnan Plateau Characteristic Agriculture; Sustainable Economic Development; Integration of Agriculture and Tourism

1 Introduction

1.1 The Historical Context of the Rural Revitalization Strategy

1.1.1 Policy Orientation of the National Rural Revitalization Strategy.

The report of the 19th National Congress of the Communist Party of China first proposed the implementation of the rural revitalization strategy, clearly outlining the general requirements of "thriving businesses, ecologically livable environments, civilized rural ethos, effective governance, and prosperous living." This framework charts the course for agricultural and rural development in the new era. At the policy level, the state promotes the integrated development of primary, secondary, and tertiary industries in rural areas, cultivates new types of agricultural business entities, and focuses on building a modern agricultural industrial system with regional characteristics [1]. Specifically, the central government continues to increase financial support, emphasizing the strengthening of rural infrastructure, improving the policy system for urban-rural integration, and vigorously developing distinctive and advantageous industries alongside new business models such as leisure agriculture and rural tourism [2]. Yunnan Province has positioned plateau-characteristic modern agriculture as the core driver for rural revitalization. Centered on the "Green Food Brand" strategy, the province actively cultivates new models of integrated development between agriculture and industries such as tourism and health preservation by leveraging its rich ethnic cultural and ecological resources. Additionally, by improving the transportation network and constructing tourism-supporting facilities, favorable conditions have been established for developing a lifestyle that combines travel and living. These practical explorations have provided valuable experience for comprehensively advancing the rural revitalization strategy and serve as important references for other regions aiming to develop characteristic modern agriculture and rural tourism industries [3]. The transformation and upgrading of the agricultural economic model in the Yunnan Plateau region is primarily attributed to the synergistic effects of multiple policies. Guided by these policies, various production factors have achieved systematic integration, gradually shifting from a decentralized state to a concentration along the industrial chain. This shift has laid an institutional foundation for the coordinated development of tourism, residential areas, and the agricultural economy. Notably, innovative breakthroughs in the land resource allocation mechanism [4], the expansion of agricultural financing channels [5], and the strategy for introducing applied talents in the tourism industry have significantly revitalized dormant rural assets [6], thereby injecting sustained momentum into the deep integration projects of agriculture and tourism.

1.1.2 Development Needs of Yunnan Plateau Characteristic Agriculture.

In the Yunnan Plateau region, the unique topography and climatic characteristics have fostered a diversified agricultural ecosystem. However, the current agricultural production methods are insufficient to meet the demands of modern development. The vertical climatic zones created by altitude differences provide a natural advantage for diversified agriculture in this area. Nevertheless, persistent issues such as a singular industrial structure and inadequate value-added products have resulted in a significant gap between agricultural economic benefits and resource potential [7]. With the acceleration of urbanization, the migration of rural populations to cities has led to increasingly severe farmland abandonment, placing the traditional agricultural model in a dilemma regarding sustainable development. The rising demand in the consumer market has established higher standards for agricultural production. Consumers' preference for green and organic food, along with the emergence of experiential consumption, has compelled agriculture to transform towards higher quality and service orientation. According to the strategic deployment of "Advantageous Areas for Characteristic Agricultural Products" in Central Document No. 1, the Yunnan region urgently needs to overcome the limitations of primary agricultural product supply and enhance market competitiveness through brand building and industrial chain extension [8]. Although plateau-specific crops, such as flowers and traditional Chinese medicinal herbs, have developed a certain scale of industry, bottlenecks like insufficient processing capacity and a limited sales network severely constrain the full realization of their value. The pressure on the ecological environment necessitates innovation in agricultural production models, and the fragility of the plateau's ecosystem requires that agricultural production seeks a balance between economic benefits and environmental protection.

The rise of the residential economy presents a new opportunity for agricultural transformation, as urban residents' desire for rural experiences has given rise to an innovative consumption model known as "agricultural-tourism integration" [9-10]. This trend has prompted the agricultural production system to expand its functions, transitioning from a focus on mere product supply to a broader range of services, including agricultural participation and cultural heritage. The synergistic development of specialty planting and the homestay economy not only activates idle rural assets but also establishes a virtuous cycle of "promoting agriculture through tourism." Furthermore, the cultivation of new business entities under policy guidance is facilitating the organic integration of small farmers with modern agricultural development, thereby injecting sustained momentum into specialty agriculture.

1.1.3 Socioeconomic Background Based on Residential Life.

Leveraging its unique natural resources and rich ethnic cultures, the Yunnan Plateau has emerged as a favored destination for urban residents in search of a 'poetic life.' In contrast to conventional tourism, which typically involves short visits, this new lifestyle prioritizes medium to long-term stays in rural areas, seamlessly blending work, leisure, and nature. As consumption levels rise, the demand for alternative living arrangements has undergone notable structural changes. The continuous increase in disposable income has prompted middle- and high-income groups to transcend standardized tourism offerings, opting instead for immersive experiences with cultural and ecological

relevance. In Yunnan, this transformation is evident in the evolution of tourist consumption patterns from 'sightseeing' to 'rural life,' thereby fostering the development of new industries such as highland specialty homestays [11] and pastoral coffee offices [12]. In the context of the post-pandemic era, the widespread adoption of remote working technologies has accelerated the "migratory bird" residential trend, characterized by urban populations relocating to ecologically superior areas. Institutional breakthroughs facilitating the movement of urban and rural elements have created favorable conditions for adopting a transient lifestyle. The reform of the "three rights separation" of rural land has eliminated institutional barriers to long-term residence for non-local residents, while policies aimed at revitalizing idle homesteads have enabled the transformation of traditional dwellings into boutique homestays [13]. Concurrently, significant enhancements in transportation infrastructure, including the optimization and upgrading of county-level expressway networks and rural roads, have substantially reduced the temporal and spatial distance between urban source areas and rural transient destinations. The 'five-hour living circle' centered around Kunming has expanded to encompass the plateau's characteristic agricultural regions throughout the province. The in-depth application of the sharing economy model in rural areas has facilitated the integration of resources, such as farmhouse renovations and community construction. Through benefit linkage mechanisms like 'guaranteed returns + share dividends,' new types of business entities have transformed idle farmer assets into components of living products. This model, implemented in various regions of Yunnan, not only effectively safeguards farmers' property rights but also addresses residents' demand for personalized living spaces, fostering a positive interaction between supply and demand [14].

1.2 Research Objectives and Significance

1.2.1 The Mechanism of Residential Living on Agricultural Economy.

The synergistic evolution of the agricultural economy and the residential tourism model adheres to specific inherent laws, primarily characterized by the bidirectional dynamic interaction between supply and demand. The urban population's aspiration for rural lifestyles has engendered a new consumer market, thereby directly influencing the agricultural production landscape through the localized consumption patterns of residential tourists. In the context of the homestay industry, sustained consumption behaviors—such as dining and experiential activities—exhibited by long-term residents compel farmers to modify their planting strategies, facilitating a transition from traditional grain crops to high-value-added cash crops. This demand transmission effect effectively mitigates the market challenge of 'high quality but not high price' for agricultural products, thereby establishing a virtuous development model characterized by 'production determined by demand.' On the supply side, the residential tourism model promotes the optimal allocation of agricultural production factors. Idle farmhouses have been transformed into homestay accommodations, abandoned lands have been converted into experiential farms, and traditional farming techniques have been repurposed as cultural display content. This model of resource revitalization has significantly enhanced asset utilization efficiency. The group of 'new villagers' formed during the implementation of these residential projects has established an innovative management

system comprising 'farmers + cooperatives + enterprises' by incorporating modern management principles and market resources. This organizational innovation model has transcended the limitations of small-scale peasant economies, integrating fragmented agricultural production units into an industrial alliance for collaborative development [15].

The core of the mechanism lies in the innovation of the value-added pathway, which reshapes agricultural economic value through three primary approaches. First, the infusion of experiential agricultural value engages consumers deeply through initiatives such as farming research, production traceability, and handicraft creation. These efforts allow agricultural products to transcend their material attributes and develop emotional premiums. Operations such as greenhouses and processing experiences overcome seasonal limitations, facilitating year-round operations. Second, the extension of agricultural service value expands beyond mere agricultural product sales to encompass comprehensive services, including accommodation and cultural interpretation, thereby broadening income sources. This approach provides shared processing plant services for small farmers, extends the value chain, and offers brand incubation services to assist agricultural products in establishing regional public brands. Third, the enhancement of agricultural product brand value merges positive word-of-mouth from travelers with new media marketing strategies, encouraging consumers to visit planting bases and engage in the picking and processing of products. The "Transparent Farm" model of Chu Orange effectively integrates brand narratives with farming culture, contributing to the establishment of the regional public brand "Yunpin" of the plateau. This value reconstruction mechanism facilitates the transformation of agriculture from a production-oriented model to a service-oriented one [16]. It enhances the empowerment of the agricultural economy through residential tourism, leading to deep integration and rapid development. The mechanism of action is illustrated in Figure 1.

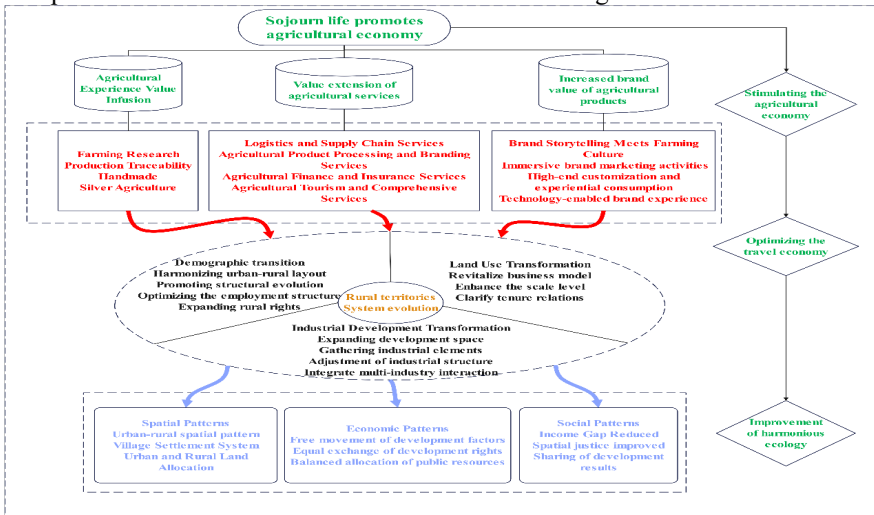


Fig. 1. The mechanism of sojourn life promoting the transformation of agricultural economy

1.2.2 Sustainable Development Path of Agricultural and Tourism Integration.

In the Yunnan Plateau region, promoting the integration of agriculture and tourism encounters challenges such as inadequate infrastructure and the homogenization of cultural resource development. To achieve sustainable economic development, it is essential to organically combine the development of specialty agricultural products, ecological conservation, and the preservation of ethnic culture. Industrial synergy serves as the foundation for this integration. By extending the agricultural industry chain, traditional farming can be integrated with homestay operations, research, experiential learning, and other service sectors, thus forming a composite industrial structure characterized by 'cultivation + processing + services.' Ecological protection is a stringent requirement, necessitating the promotion of organic farming techniques and the incorporation of ecological landscape maintenance into the design of tourism and residential products, thereby achieving a balance between economic growth and ecological benefits. Cultural revitalization embodies the essence of innovation, transforming the agricultural wisdom of ethnic minorities and their festive customs into displays of intangible cultural heritage, which can then be converted into tourism and residential experience projects. In Yuanyang County, located within the Honghe Hani and Yi Autonomous Prefecture of Yunnan Province, the Hani "October Year" celebration is intricately integrated with terrace farming experiences, serving to preserve the ethnic culture. A hundred-meter-long table is arranged for the tasting of Hani specialties, including Hani Dipping Chicken, bamboo tube rice, and fried bamboo worms, which creates unique consumption scenarios and promotes local economic development. In pursuit of agricultural-tourism integration, it is essential to establish a cooperative mechanism characterized by "indigenous leadership and professional operation" to ensure the coherence of cultural interpretation and market acceptance. Policy guidance plays a crucial role in fostering new business entities, such as family farms and specialized cooperatives, while also constructing a benefit-sharing mechanism termed "enterprises leading farmers." This includes the development of homestay clusters that adopt the model of "farmers providing housing, enterprises managing operations, and profit sharing," which safeguards farmers' rights, introduces professional management, and enhances the infrastructure investment mechanism. This approach addresses transportation and public service facility challenges, thereby ensuring a conducive environment for tourists [17]. By establishing a sustainable development pathway with distinct regional characteristics, this initiative provides a valuable reference for similar regions. The development path is shown in Figure 2.

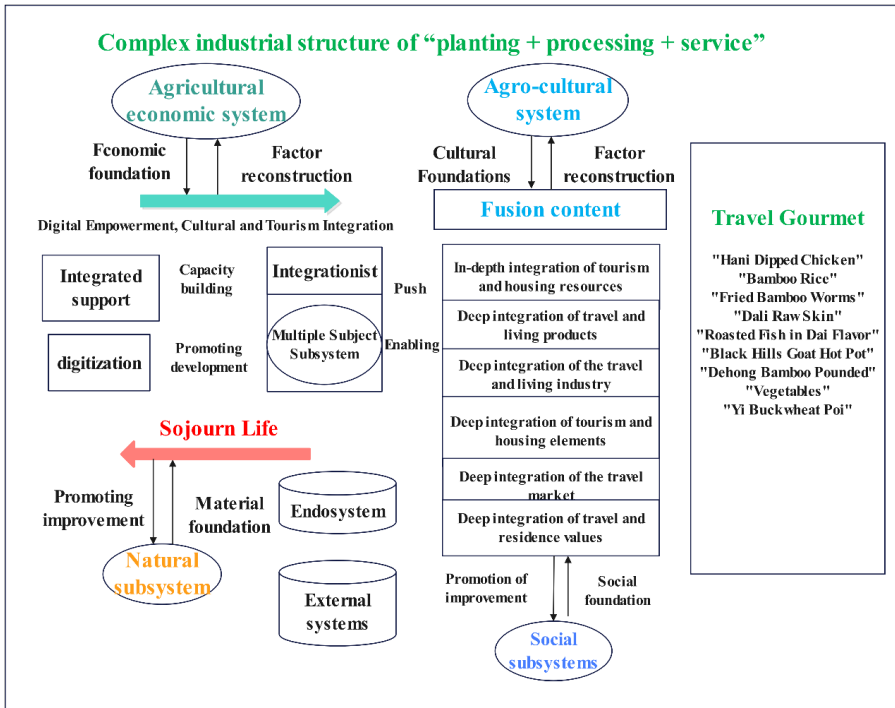


Fig. 2. Integrated Development Path of Agriculture and Tourism

1.2.3 Theoretical Basis of Regional Policy.

In the realm of industrial collaboration, it is imperative to establish a cross-departmental joint meeting system for agriculture and tourism. This initiative aims to address the challenges posed by the independent operations of the homestay economy and agricultural production. Regarding ecological protection, it is essential to integrate environmental carrying capacity assessments as prerequisites for project approvals, thereby guiding the adoption of green building standards. In the context of cultural revitalization, the establishment of a dedicated fund for the inheritance of intangible cultural heritage is crucial. This fund would support the transformation of ethnic festivals into regular experiential programs, thereby delineating a clear direction for the selection of policy tools. By analyzing the targeted value of policies, a comparative assessment of the economic performance of agriculture and tourism projects across varying altitude gradients reveals that areas above 2000 meters are particularly well-suited for ecological tourism residences, whereas low-altitude dam areas are more appropriate for pastoral complexes. This spatial differentiation underscores the necessity for policy provisions that eschew a 'one-size-fits-all' approach and advocate for a hierarchical support system based on resource endowments. Furthermore, it suggests the implementation of tourism capacity controls in ecologically sensitive areas and an increase in investment for traditional skills training in regions abundant in ethnic culture. This tripartite model, characterized by 'market-driven, institutional guarantees, and villager participation,'

ensures that the benefits of development are equitably distributed among all villagers, stimulates corporate investment enthusiasm, and effectively advances the rural revitalization strategy.

2 Theoretical Foundation

2.1 Rural Revitalization and Agricultural Economic Theory

2.1.1 The Core Connotation and Objectives of Rural Revitalization.

As the strategic guide for addressing the "Three Rural Issues" in the new era, rural revitalization embodies a multi-dimensional scientific framework. From the perspective of development philosophy, this strategy advocates for systemic thinking, promoting a comprehensive restructuring of industries, ecology, culture, and other sectors. In terms of growth models, it emphasizes the equitable distribution and coordinated development of urban and rural resources. From a governance perspective, it is dedicated to establishing a modern rural governance mechanism. This strategic positioning transcends traditional paradigms, perceiving rural areas as socio-economic complexes with intrinsic value. Practically, the implementation of this strategy reveals significant regional characteristics. In the Yunnan Plateau region, the development model exemplifies an interactive relationship characterized by 'green production, quality life, and distinctive ecology,' with a particular emphasis on the dynamic inheritance of ethnic cultures. This model not only adheres to the overarching principles of rural revitalization but also underscores regional characteristics. To effectively advance rural revitalization, three major transformations must be achieved: converting ecological endowments into economic capital, transforming cultural heritage into industrial competitiveness, and modernizing traditional crafts into contemporary production technologies. Regarding operational mechanisms, a collaborative system of 'government guidance, market drive, and community participation' has been established. This mechanism not only addresses the developmental bottlenecks faced by traditional agricultural regions but also provides a theoretical foundation for the transformation of plateau-specific agriculture. When the core elements of rural revitalization are deeply integrated with regional characteristics, a new model with sustainable development capabilities will emerge [18].

2.1.2 Sustainable Development of Agricultural Economy.

The theoretical framework for the sustainable development of the agricultural economy is grounded in interdisciplinary approaches that encompass three core dimensions: the optimization of industrial systems, the balance of ecological constraints, and the transformation of cultural values. These dimensions collectively form a 'triangular model,' which serves as an analytical tool for the development of characteristic agriculture on the Yunnan Plateau. The industrial system dimension emphasizes the integration and reorganization of agricultural production factors, facilitating the transformation of traditional agriculture into a composite structure of 'production + services,' as informed by industrial chain theory. In practice, on the Yunnan Plateau, characteristic planting is integrated with services such as homestay operations and farming

experiences, thereby forming a complete value chain. The ecological constraint dimension adheres to the principles of ecological economics, which include the incorporation of environmental costs into economic accounting. The Yunnan Plateau possesses a fragile ecology, necessitating agricultural production to adopt environmentally friendly technologies. These include substituting organic fertilizers for chemical fertilizers and implementing three-dimensional agricultural models. It is essential to emphasize the concept of 'ecological carrying capacity,' ensuring that the development of residential tourism projects remains within environmental limits. The transformation of cultural value is rooted in the theory of cultural capital, creatively converting intangible heritage—such as the agricultural wisdom and festive customs of ethnic minorities—into economic resources. The proposed 'living inheritance' model integrates cultural elements into all aspects of agricultural production. Given Yunnan's multi-regional and multi-ethnic settlement patterns, along with its three-dimensional climatic characteristics, the strategy of 'region-specific policies' is employed.

2.2 Theory of Sojourning Life

2.2.1 Definition and Characteristics of Sojourning Lifestyle.

Residential tourism represents a novel lifestyle that transcends the temporal and spatial constraints of traditional tourism, emphasizing the organic integration of living, working, and leisure within a specific locale [19]. Unlike short-term sightseeing, residential tourism is characterized by its temporal extensibility, typically lasting from several weeks to months, which allows residents to immerse themselves deeply in the local community. Spatially, it necessitates that the destination be equipped with comprehensive living facilities capable of meeting modern needs while preserving the natural and cultural essence of the countryside. Residential living is characterized by three main features: first, the complexity of functions, allowing residents to work remotely, engage in artistic creation, participate in agricultural experiences, and enjoy eco-tourism, thereby forming a 'semi-work, semi-travel' mode; second, cultural interactivity, wherein residents participate in festivals and skill acquisition, fostering cultural dialogue with local communities and promoting cultural dissemination and innovation; third, ecological interdependence, as the choice of residential locations is influenced by high-quality ecological environments, with residents' environmental awareness and local production and lifestyle mutually shaping each other, thereby establishing a unique ecological value system. On the Yunnan Plateau, residential living exhibits distinct regional characteristics, with its varied climate enabling residents to practice seasonal 'vertical living,' and its multi-ethnic population enriching the cultural connotations. This lifestyle, combined with specialized agriculture, nurtures a 'symbiotic relationship between farming and habitation,' where residents serve as both consumers of agricultural products and temporary producers.

2.2.2 Research on the Impact of Residential Tourism on Regional Development.

As an innovative economic model, the residential tourism economy plays multiple positive roles in promoting regional development. This model not only enhances the

quality of life, employment opportunities, and tourism in the region but also provides sustained momentum for local economic growth through industrial collaboration, cultural continuity, and environmental optimization. The development pattern of the 'Three Livable' regions represents an advanced form in the process of modernization. The region's tourism appeal primarily stems from the unique image characteristics constructed by the 'new scene clusters,' and continuously strengthening these characteristics can provide an inexhaustible endogenous driving force for the cultural tourism industry. At the current planning stage, advancing the sustainable cultural tourism development strategy centered on "new scenario clusters" must adhere to the key principle of "endogenous momentum drive," thereby providing a new engine for the development of regions characterized as "three suitable." The development of certain areas in Yunnan should prioritize the construction of visual image projects that represent the Chinese nation, emphasizing the deep excavation of cultural symbols with shared values. This includes promoting the "cultural relics activation" project to preserve urban historical memories, innovatively creating distinctive urban and rural scenarios, and consolidating the foundation for the cultural tourism economy. During the urban renewal process in culturally rich cities, the principle of "preserving the original appearance, highlighting new ideas, and shaping the image" should be implemented to construct visually impactful new scenes. In the development of new districts, it is essential to continue the cultural context of the old city, reconstruct the urban image, and create striking new spaces. Concurrently, efforts should focus on revitalizing the cultural and tourism economy of ancient cities, towns, and villages, utilizing market-oriented operations to support the protection of traditional cultural heritage. At the county level, efforts should be accelerated to modernize county towns and advance new urbanization in townships. This includes optimizing administrative division settings, promoting the transformation and upgrading of central towns into small and medium-sized cities, and restructuring the spatial pattern of county economic development. At the village level, the modernization of villages and the development of new communities in rural areas should be expedited. This entails optimizing village layouts and functional zoning, as well as promoting the transformation and upgrading of central villages into characteristic towns or new rural communities to reshape the spatial pattern of rural economic development. By improving infrastructure, enhancing public service levels, and cultivating characteristic industries, the two-way flow of urban and rural elements can be facilitated. This approach creates a new pattern of rural development that is livable, business-friendly, and attractive for tourism, thereby aiding the comprehensive implementation of the rural revitalization strategy [20].

In planning the new phase, it is essential to strengthen the core decision-making role of the rural revitalization strategy, establish a systematic working mechanism, elevate the level of modernization in county regions, and ensure that farmers genuinely experience the improvements in their quality of life resulting from urbanization. Targeted measures should be implemented to address weaknesses in areas such as the layout of new urbanization, ecological environment governance, and the integration of public facilities, transforming small towns into vital platforms for the transition of farmers into urban citizens. In the domain of rural construction, it is imperative to focus on preserving the inheritance of agricultural civilization, the distinctive features of village

landscapes, and traditional architectural styles, while simultaneously advancing ecological governance projects and environmental beautification initiatives. In the context of agricultural modernization, it is imperative to establish modern production, industrial, and management systems. This includes promoting the transformation of traditional agriculture into the '8+1' new model, reinforcing the core position of the seed industry, deepening the integration of the agricultural industry chain, expanding industrial functions, and exploring new points for value growth. Concurrently, strict adherence to ecological protection is essential, and a comprehensive modern agricultural operational framework must be constructed. Regarding the collective economy, it is crucial to advance development comprehensively, deepen the reform of the property rights system, effectively safeguard farmers' property rights and democratic rights, and establish demonstration areas for rural revitalization. By leveraging the residential tourism economy, regional development should strive for coordinated unity across the three dimensions of livability, business suitability, and tourism suitability, thereby providing robust support for rural revitalization and modernization. Refer to Figure 3 for further details.

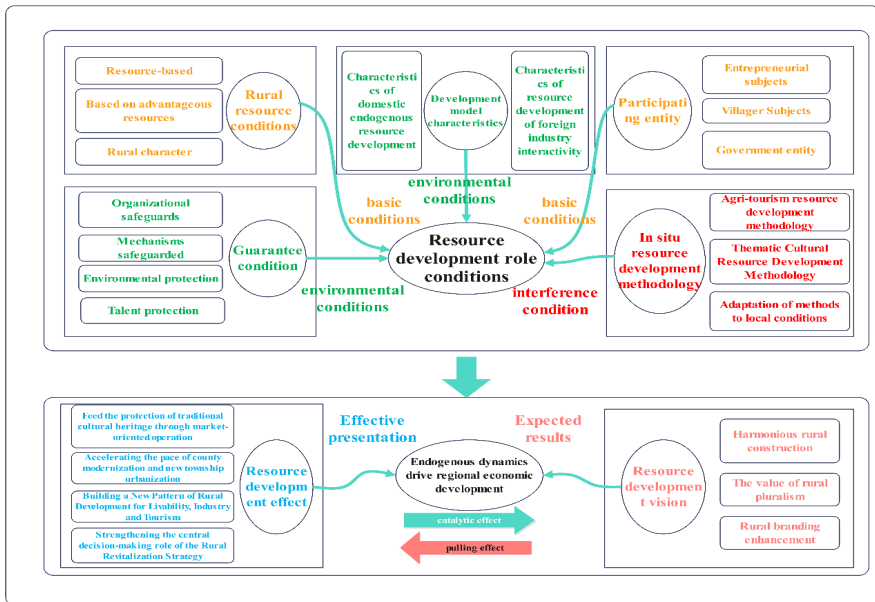


Fig. 3. The Mechanism of Regional Development Resources Driven by the Residency Economy

3 Current Development of Residential Living

3.1 The Development Trend of Residency Life in Yunnan

3.1.1 Regional Distribution Characteristics of the Sojourning Lifestyle.

The regional distribution of the sojourning lifestyle in the Yunnan Plateau exhibits a profound correlation with the geographical environment. In the dry and hot river valleys

below 1,500 meters above sea level, leveraging the warm winter climate, clusters of sojourn communities have emerged, primarily focused on escaping the cold and promoting health recuperation. In the temperate and cool dam areas at elevations between 1,500 and 2,500 meters, facilitated by convenient transportation and a mature agricultural base, these regions have developed into core areas of pastoral sojourn. These areas utilize traditional villages as platforms, transforming idle farmhouses into clusters of homestays, complemented by participatory activities such as farming experiences and handicraft workshops. In the Dianchi Lake area surrounding Kunming, strawberry plantations operate in conjunction with homestays, allowing sojourners to engage in planting management and utilize the harvested fruits in homestay catering, thereby forming a closed-loop service chain. These types of residential sites primarily cater to the overflow of residential demands from provincial capital cities; meanwhile, the high-altitude mountainous areas, leveraging their unique ecological environment, have formed an eco-study residential belt. In regions above 2,500 meters in altitude, unique activities such as matsutake mushroom picking and highland pasture experiences serve as the primary attractions. Certain villages in the Diqing Tibetan Autonomous Prefecture have adopted a "semi-agricultural, semi-pastoral" tourism model, allowing visitors to accompany Tibetan herders in grazing livestock, experience nomadic lifestyles, learn milking techniques, and sample fresh yak milk. These tourism sites are generally small in scale, prioritize the preservation of their original ecological characteristics, and implement a decentralized layout to mitigate environmental impact.

3.1.2 Analysis of the Needs of the Expatriate Consumer Group.

The demand characteristics of the traveling resident consumer group are exhibiting a trend of diversification and deepening. According to the "China Domestic Tourism Development Annual Report (2022-2023)", the traveling resident market, primarily characterized by elderly tourism and wellness tourism, holds significant prospects. Surveys indicate that travelers aged 20 to 40 constitute approximately 60% of this demographic, demonstrating an increasing participation of younger social groups in the traveling resident community. In summary, the adage, "The world is so big, I want to see it," has become an aspirational lifestyle for both young and elderly individuals. The travel behavior of traveling residents reveals notable seasonal patterns, with over 90% of them staying for less than six months, and 63.8% remaining for one to three months, thereby confirming that the "migratory bird" style of traveling residence continues to prevail [21]. It is noteworthy that digital nomads, as an emerging demographic, represent 11.9% of the survey sample, indicating a growing recognition of new forms of residential travel. Regarding destinations, 13% of respondents indicated a preference for rural areas as their primary choice, with daily expenditures primarily concentrated in the ranges of 201-500 yuan (41%) and 101-200 yuan (29.4%). The proportions of high-end (above 500 yuan) and low-end (below 100 yuan) consumer segments are relatively small, suggesting that while there is an upward trend in residential travel consumption, mass consumption remains the predominant characteristic of the market. In terms of living service needs, a dual structure of 'basic security + special supply' emerges: stable internet connectivity and accessible medical facilities constitute the essential conditions for long-term residence, while localized specialized services serve as

important supplements. Surveys indicate that sojourners prefer accommodations that offer fresh produce harvesting and cooking services, as this "farm-to-table" experience directly addresses their demand for food traceability. In terms of consumption structure, dining expenses constitute the largest proportion (43%), with cuisine surpassing traditional tourism resources to emerge as a new focal point in the tourism market. Furthermore, medical and wellness expenses (18.1%) represent a significant share beyond basic consumption, reflecting a notable increase in sojourners' willingness to invest in health and wellness therapies.

3.2.3 Current Status of Infrastructure and Service Systems.

In the advancement of Yunnan's residential tourism industry, infrastructure construction and service facilities have demonstrated a tiered progression. Regarding the transportation system, although the primary residential areas have completed the hardening of arterial roads, the efficiency of secondary roads requires further improvement. The residential network, with Kunming and Dali as central hubs, has established a five-hour transportation circle through intercity high-speed railways and expressways, adequately meeting the transportation needs for short-term stays. However, in remote areas such as the Nuijiang Canyon and Diqing Plateau, frequent landslides during the rainy season impede material transportation, and some high-altitude villages still depend on mule caravans for the delivery of daily necessities. The distribution of living service facilities exhibits a pattern of being 'complete in central areas, but lagging in peripheral areas.' The core residential village has successfully completed the upgrade of its power grid and the deployment of 5G networks, achieving seamless Wi-Fi coverage in the concentrated area of homestays. The construction of centralized water storage tanks has alleviated seasonal water supply challenges; however, the installation rate of water purification equipment remains below 30%. Regarding medical resource allocation, township health centers have improved service efficiency through the "mobile medical vehicle + remote consultation" model. Nevertheless, the emergency response time in mountainous areas still exceeds twice the national standard. In densely populated residential areas, village-level e-commerce service points and logistics distribution centers have established a "same-day delivery" system, ensuring the timely supply of daily necessities. Emerging service sectors, such as customized agricultural product delivery and intangible cultural heritage skills training, are developing rapidly. Dali Village has innovatively adopted the "tie-dye workshop + courier dispatch" model, enabling handicrafts created by travelers to quickly enter the market. Furthermore, the widespread adoption of smart tourism platforms has allowed over 70% of homestays to achieve online booking and smart check-in; however, the interface design of these platforms requires improvement to better accommodate aging-friendly features. Despite the establishment of waste sorting and recycling points in key areas, the capacity for waste transfer and treatment remains inadequate, and on-site landfilling continues to occur in certain mountainous regions. The penetration rate of sewage treatment facilities in newly built homestays has reached 60%; however, traditional villages predominantly rely on ecological filtration methods, which exhibit unstable performance during the rainy season. The progress of eco-toilet renovation projects is sluggish, with traditional dry toilets still accounting for over 45%, thereby hindering improvements in the quality

of the stay experience. There is a notable shortage of emerging professions such as homestay managers and agricultural instructors, with less than 40% of the existing workforce having received professional training. Some villages have attracted management talents through the "Local Elites Returning Home" program; however, the retention rate of these talents is limited by salary levels and career development opportunities. The "Neighborhood Mutual Assistance" training model, promoted by industry associations, is gradually enhancing the service skills of local residents, yet the standardization of services still requires strengthening [22].

4 Optimization Strategies for Sustainable Development Paths

4.1 Policy Support and Institutional Innovation

4.1.1 Rural Revitalization Policy Recommendations.

To promote the sustainable development of Yunnan's plateau characteristic agricultural economy, it is recommended to initiate improvements in institutional guarantees, focusing on three key dimensions: policy transformation, execution supervision, and mechanism innovation. At the policy transformation level, it is essential to formulate implementation rules that align with regional characteristics, taking into account the plateau's geographical features, to effectively execute the central government's guidelines on agriculture, rural areas, and farmers. The policy of 'micro-integrated use of agricultural and tourism land' should be explored, allowing no more than 5% of the land area to be allocated for tourism-related supporting facilities while ensuring that the fundamental functions of basic farmland remain unchanged. Additionally, a policy adaptability assessment mechanism should be established to regularly monitor and dynamically optimize the effectiveness of industrial support policies for high-altitude villages. Furthermore, it is vital to strengthen a cross-departmental policy coordination mechanism, with the Department of Agriculture and Rural Affairs taking the lead. A special task force for agricultural-tourism integration should be formed in collaboration with departments such as culture and tourism, as well as ecological environment protection, focusing on addressing issues such as the lengthy approval cycle for land use changes and inconsistent environmental assessment standards. In the development of homestay clusters, a pilot "multi-certificate joint processing" service can be implemented to streamline the approval processes for housing safety inspections, health permits, and business registrations, reducing the timeframe to within 15 working days. Concurrently, the policy execution rectification system should be improved to provide timely warnings and interventions against tendencies such as "prioritizing tourism over agriculture." Regarding the establishment of a supervision system [23], the mechanism for policy implementation oversight should be enhanced to create a trinity assessment model comprising "government inspection + third-party evaluation + villager reviews." During the fund utilization phase, the "Project Disclosure to Households" system should be implemented, which involves synchronously publicizing the details of policy subsidy distributions via village affairs bulletin boards and mobile terminals. Furthermore, it is crucial to emphasize the innovative design of cultural and ecological protection policies, which should organically link the protective regulations for ethnic

characteristic villages with the development planning of the tourism and residential industry. The township government should also establish a Cultural Conservation Fund, allocating a fixed proportion of the operational income from tourism and residential projects to the cultivation of intangible cultural heritage inheritors. In the approval process for the renovation of traditional residences, a dual-review system for architectural style is implemented to ensure harmony with ethnic culture. The policy to strengthen the principal status of farmers is enhanced to ensure their core role is fully realized in the rural revitalization process [24]. To promote standardized development in land transfer, the informed consent system for farmers should be fully implemented, and a visual contract template should be adopted. Multimedia methods should be utilized to comprehensively explain the details of management rights transfer to farmers. A special fund for rural tourism aimed at benefiting agriculture should be established, and agricultural facility maintenance fees should be collected based on the scale of homestay accommodations. A policy adaptation system should be constructed, allowing farmers to input regional information and industry categories to receive personalized policy application guidance. An ecological environment monitoring system for the homestay cluster area should be developed, deploying IoT sensing equipment to obtain key indicators such as water quality and noise levels in real-time, thereby providing data support for environmental governance decision-making. Additionally, it is essential to innovate the financing support policy system. To meet the integrated development needs of agricultural tourism, a dual-track model comprising policy-based insurance and commercial insurance should be implemented. Building on existing agricultural protections, it is essential to introduce new insurance products, such as homestay operation risk insurance and farming experience safety insurance. Financial institutions should be encouraged to provide tourism revenue right pledge financing services, allowing farmers to liquidate their homestay booking revenues for the next six months in advance for production and operational purposes. Additionally, it is recommended to establish a cross-regional policy coordination mechanism to integrate resources from distinct agricultural areas, such as central Yunnan and northwest Yunnan. A unified set of standards for the coordinated development of rural tourism and the agricultural economy should be formulated. Regular policy innovation seminars should be organized to facilitate experience exchange and result sharing among regions in areas such as ecological compensation, cultural heritage protection, and land planning and utilization. This approach will contribute to the establishment of a unique highland rural development policy implementation framework [25].

4.1.2 Construction of Fiscal Subsidies and Financial Support Systems.

At this critical juncture of integrating agriculture with tourism, establishing a precise and effective fiscal and financial support system is paramount. Given the unique characteristics of the Yunnan Plateau region, it is essential to develop innovative financial products, such as a combined mortgage loan model that incorporates 'land management rights + expected returns.' Farmers can leverage the dividend income from their tourism residence projects over the next three years as a basis for credit enhancement when applying for loans to upgrade agricultural production facilities. Concurrently, a risk-sharing mechanism involving 'government + banks + guarantee institutions' should be

implemented to provide interest subsidy support for first-time loan applications pertaining to agriculture-tourism integration projects [26].

Enhance the supervision system for fund utilization by implementing a comprehensive management approach that encompasses the entire cycle of "project application, process tracking, and performance evaluation." Additionally, leverage blockchain technology to document the flow of subsidy funds, thereby ensuring the traceability of each expenditure. Establish a dynamic adjustment mechanism that permits a 20% increase in the subsidy quota for homestay cluster projects that significantly contribute to employment in the subsequent year. Furthermore, create an Agriculture-Tourism Integration Innovation Fund, focusing on critical areas such as the deep processing of agricultural products and smart agriculture, and select high-quality projects through a competitive review process.

To enhance the inclusiveness of financial services, it is essential to establish travel financial service stations in townships, equipped with mobile service terminals to facilitate farmers in managing their business affairs. Additionally, the development of the "Huinong Loan" mobile application, which integrates functionalities such as policy consultation, online loan applications, and insurance purchases, is crucial. For new business entities with strong credit histories, it is recommended to open a green channel for borrowing and repayment, allowing access to funds at any time to meet seasonal financial needs. Furthermore, improving the financial institution service assessment system by incorporating the volume of loans issued for agricultural and tourism projects into the bank regulatory evaluation framework will enhance the overall effectiveness of financial services.

This paper explores the synergistic effects of fiscal and financial policies, particularly in the context of homestay projects that comply with green building standards [27]. It advocates for dual support mechanisms that include both energy-saving and emission-reduction subsidies, alongside low-interest loans. Furthermore, the establishment of a "subsidy-to-equity" mechanism is proposed, enabling farmers to convert financial subsidies into investment equity in tourism projects, thereby allowing them to partake in the long-term developmental benefits. By integrating these policy measures, we aim to cultivate a diversified investment landscape characterized by "fiscal guidance, financial follow-up, and social participation," which will inject sustained momentum into the sustainable development of plateau-specific agriculture.

5 Conclusions

This paper conducts an in-depth exploration of the residential tourism model within the context of rural revitalization on the Yunnan Plateau. While certain achievements have been attained, several limitations persist. Firstly, guided by market demand, rural areas endowed with favorable ecological environments and elderly care infrastructure are encouraged to leverage their resource endowments. They should expand elderly care service functions and develop personalized, distinctive, and diverse health and wellness tourism projects to establish branded health and wellness bases. Secondly, by considering the interests and hobbies of retired individuals, comprehensive research can be

undertaken to assess the health and wellness tourism needs across different seasons and demographic groups. This approach aims to enhance the understanding of market segmentation and consumer behavior, facilitate the development of specialized tourism products, integrate local health and wellness resources with cultural tourism industries, and expand new models and formats such as cultural study tours, farming experiences, rural elderly care, rehabilitation and health care, health preservation, and commemorative nostalgia, thereby creating multifunctional rural health and wellness experience zones. Finally, strengthen cross-regional comparative studies, systematically compare the experience of Yunnan Plateau with similar geographical units, and extract more universal laws of plateau agricultural development. Subsequent efforts will focus on the differential impact mechanisms of the tourism industry on agricultural economies across different altitude gradients. From the perspective of cultural economics, research will explore the transformation threshold of ethnic minority cultural symbols into economic value, stimulating the endogenous power of the integrated development of wellness and tourism.

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