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Eco-Friendly Immersive Tourism & Culture Platform for College Students

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Abstract: ***In the process of rural revitalization, the harmonious coexistence of ecological protection and resource development has become an inevitable trend. As the backbone of future urban development, grassroots construction and environmental protection system construction, professionals majoring in resources and environment play a pivotal role. The comprehensive development of their professional competence is not only critical to personal growth, but also a key factor affecting social progress, economic development, resource exploitation, ecological balance and social wellbeing. The advancement of rural revitalization guided by environmental protection concepts, the presentation of rural landscapes and the vitality of rural tourism all rely on the integration, inheritance, innovation and development of traditional culture and rural distinctive culture. This calls for a media carrier that can gain public attention, attract cultural tourism enthusiasts and connect people with resources. In this context, "tourism culture station" has emerged as a pivotal carrier popular in the tourism industry, and also a vital component and distinctive brand of tourism distribution centers, tourist service centers and characteristic tourist towns in China. This paper analyzes a new model of promoting the professional competence development of resources and environment talents through social feedback mechanisms, and explores its necessity, feasibility and implementation effects, so as to provide a reference for higher education reform and innovative talent cultivation.***

Keywords: Environmental Protection Concept; Mmersive Tourism; Cultural Station; College Students; Sustainable Tourism; Cultural Tourism Integration; Digital Technology; Ecological Education.

1. INTRODUCTION

As ecological conservation and resource development become essential components of rural revitalization, professionals in environmental and resource management have emerged as pivotal forces driving urban development, grassroots governance, and environmental protection systems. Their comprehensive professional growth not only impacts personal development but also significantly contributes to social progress, economic growth, sustainable resource utilization, and ecological balance. The promotion of rural revitalization under environmental principles, the presentation of rural landscapes, and the vitality of rural tourism all depend on the integration, preservation, innovation, and development of traditional and rural cultural heritage. This necessitates a medium that can engage the public, attract cultural tourism enthusiasts, and connect people with resources. In this context, "Tourism Stations" have become a prominent platform across the tourism industry. These stations serve as vital components and distinctive brands for domestic tourism hubs, visitor service centers, and characteristic tourism towns. This platform specifically targets professionals through a social feedback mechanism to foster career development in environmental and resource management. It establishes an operational system with strong practicality, broad applicability, low operational costs, and high management efficiency, precisely aligning with and progressively expanding the platforms regional features, tailored services, ecological protection functions, and economic benefits. Continuous improvements are being made to enhance these capabilities. The participation experience, happiness, and sense of identity of tourists, welcoming more travel enthusiasts to attend the conference and Chinas rural tourism. Combining future technologies, social trends, and the needs of young groups, the following practical outcomes are proposed to further promote the deep integration of environmental protection concepts with immersive tourism cultural stations.

2. PROJECT OVERVIEW

2.1 Project Research Background

China boasts a history spanning five thousand years, with distinct ethnic groups each possessing unique customs and cultures. The vast territory features magnificent natural landscapes, such as the peculiar pines and rocks of Huangshan and the colorful lakes of Jiuzhaigou, along with numerous historical and cultural relics like the

Forbidden City and the Great Wall. Tourism cultural stations can be developed around these diverse cultures, adapting to local conditions and leveraging regional customs to host distinctive cultural activities, thereby enhancing their appeal. Moreover, Chinas transportation network is extensive, covering highways, railways, and aviation, enabling tourists to conveniently reach their destinations and visit tourism cultural stations. With a massive number of tourists, integrating environmental protection concepts into tourism stations not only promotes Chinas historical and cultural heritage but also disseminates environmental knowledge, raising tourists environmental awareness during their travels. As early as December 2021, the "14th Five-Year Plan for Tourism Development" explicitly proposed implementing Xi Jinpings ecological civilization thought, prioritizing ecological protection, moderately developing eco-tourism, and achieving the unity of ecological conservation, green development, and livelihood improvement. This provides guidance for the construction and development of immersive tourism cultural stations based on environmental protection concepts, facilitating better integration of environmental protection and tourism culture. The state advocates public participation in environmental protection activities and encourages tourists to practice eco-friendly behaviors during their travels. This aligns with the environmental philosophy behind the construction of tourism cultural stations. By adopting the station+ model, we aim to create a new integrated platform combining online and offline services, thereby supporting rural revitalization and fostering the development of cultural tourism in picturesque villages.

2.2 Significance of the Project

Chinas rural areas possess unique village culture, red base culture, and local folk customs that other countries cannot match, which has become a significant potential for rural tourism. Due to the increasingly severe global climate change and environmental degradation, sustainable development has become a global focus, especially in regions with rich natural landscapes but fragile ecosystems, where traditional tourism models can no longer be sustained. Therefore, exploring a new model that can both promote tourism development and protect the ecological environment is particularly important. The proposal of constructing and innovating immersive tourism cultural stations based on environmental protection concepts, with the participation of college students, as a new type of tourism service project, can not only attract and encourage more college students to apply their knowledge to serve grassroots communities and gain a deeper understanding of rural revitalization, but also promote the importance of environmental protection and the rational use of resources, providing participants with immersive cultural experiences. Through the construction and innovation of tourism cultural stations, the ecological resources of mountains, rivers, and lakes can be effectively activated and protected, enabling more people to recognize the importance of environmental protection and the rational development and utilization of resources, and to acknowledge college students as a new source of human vitality for revitalizing rural areas.

3. MARKET ANALYSIS

3.1 Market Background

Currently, the world is facing unprecedented environmental challenges. Extreme climate change, environmental pollution, resource shortages, and many other environmental issues pose serious threats to human survival and development. The international community has reached a strong consensus—making environmental protection a common agenda for humanity. As a responsible major country, China has explicitly set the goals of peaking carbon emissions by 2030 and achieving carbon neutrality by 2060, with the environmental protection industry becoming a key policy-supported sector. The Ministry of Culture and Tourisms "14th Five-Year Plan for Culture and Tourism Development" emphasizes the construction of "ecotourism demonstration zones," encouraging the development of green and low-carbon cultural and tourism products, and providing policy endorsement for environmental-themed projects. Moreover, the "Rural Revitalization" strategy promotes the upgrading of rural tourism, with urgent demands for the revitalization of intangible cultural heritage and the protection of traditional villages. Creating new platforms for immersive tourism and cultural stations that embody environmental concepts can serve as nodes for cultural inheritance, combining environmental principles to offer differentiated, immersive, and convenient cultural experiences, allowing the "hidden beauty" of rural areas to be seen and traditional culture to be preserved.

3.2 Market Opportunities

Traditional tourism faces significant shortcomings: heavy environmental burdens (overconsumption of resources, pollution exacerbating ecological degradation), cultural distortion and community conflicts (commercialization of folk customs, marginalization of indigenous interests), homogenized tourist experiences (crowded check-in spots,

low-quality services), single economic structure (over-reliance on tourism leading to weak risk resistance), and lagging technological management (insufficient digitalization exacerbating supply-demand imbalance). Moreover, current ecotourism mostly remains at the level of natural landscape tours, lacking systematic environmental education and interactive design. Building immersive tourism cultural stations by promoting environmental concepts and cultural experiences can enhance tourists awareness of environmental protection and cultural heritage preservation. College students participation can also facilitate cultural exchange and strengthen community cohesion. As the main force of a nation, over 70% of post-95s consumers are willing to pay premium prices for sustainable products, and college students have strong demand for "meaningful travel." Tourism stations adopt interactive formats like murder mystery games and VR experiences to resonate with young demographics, transforming traditional sightseeing into deeply participatory experiences. Many universities incorporate volunteer services and social practices into credit systems, and eco-tourism projects can meet college students composite needs of "practice + social interaction + travel."

3.3 Competition Analysis

In the current eco-tourism sector, direct competitors exhibit three major shortcomings: Eco-themed platforms (e.g., Eco Traveler with 1.2 million users, 38% carbon footprint adoption rate, and under 20% repurchase rate) lack cultural depth and technological engagement; university travel platforms (e.g., Hedgehog Experience with 5 million users, 12% eco-projects, and 25% six-month retention rate) weaken core educational value; immersive cultural tourism projects (e.g., TeamLab with 3 million annual visitors, less than 5% eco-content penetration) lean toward entertainment.

The projects core strength lies in its integration of environmental action + cultural IP + technological immersion: through AR-based ecological restoration tasks, blockchain carbon credits, and university community expansion, it precisely targets the sustainable consumption market of Generation Z.

The risk lies in the accelerated green transition of traditional scenic spots, which can rapidly build competitive barriers through asset-light models and government subsidies.

3.4 SWOT Analysis

3.4.1 Advantages

The platform bridges market gaps through its tripartite integration of environmental protection, cultural elements, and technological innovation. Pilot data from its AR-based ecological restoration initiative reveals a 40% increase in user dwell time, significantly outperforming traditional tourist attractions.

The data from university collaboration cases in the chart demonstrates that college students professional expertise and innovative capabilities can reduce the cost of professional services for tourism cultural stations. For instance, architecture students involvement in design can save 30%-50% of related expenses. The 2023 White Paper on College Students Social Practice highlights that the credit system for social practice in universities provides motivation, with surveys showing 75% of students are willing to contribute unpaid efforts for "high-value practical experiences." The Ministry of Educations Industry-Academia Collaboration Project offers financial support, with a maximum subsidy of 500,000 yuan per project. Local governments provide land approval fast-track for "College Students Rural Practice Bases." Establishing a new platform for tourism cultural stations through student participation and creating an "alumni support" mechanism with students can foster a sustainable community ecosystem [1].

3.4.2 Disadvantages

1) High project management complexity: The strong student mobility (average annual participation period less than 6 months) necessitates frequent handovers, leading to construction delays. Cross-disciplinary collaboration is challenging, as students from architecture, environmental science, and cultural tourism programs have inconsistent objectives, requiring additional coordination costs.

2) Financial dependence on external collaboration: College students cannot directly contribute funds, and the construction of service stations relies on government subsidies and corporate sponsorships, resulting in weak self-sustaining capacity. Non-standardized construction leads to significant cost fluctuations, for example, the

construction cost of handicraft workshops varies by 20%-50% due to differences in students skills.

3) Ownership of achievements and intellectual property risks: The unclear copyright ownership of students design proposals may lead to disputes, and their designs are at risk of being plagiarized by external companies.

3.4.3 Opportunities

1) Orientation of higher education reform: The Ministry of Education requires that "labor education compulsory courses be incorporated into credit systems," and the establishment of practice stations may apply to become official practice bases, securing stable participation and traffic. Support for university innovation and entrepreneurship competitions (such as "Internet+" and "Challenge Cup") has been enhanced, with outstanding practice station projects eligible for incubation funding.

2) Deepening corporate ESG collaboration: Building a new immersive tourism and cultural station platform for college students under the concept of environmental protection is a quantifiable achievement of environmental actions. It visualizes public participation in environmental behaviors and adopts a points system, which can be exchanged for certain discount coupons or corresponding eco-friendly products. Technology companies (such as Huawei and DJI) are willing to provide equipment to support student innovation, and the station can utilize drones to survey ecological data around the station.

3) Policy dividends of rural revitalization: The national "Hundred Schools Pairing with Hundred Counties to Revitalize Thousand Villages" initiative encourages universities to partner with rural communities. Service stations can serve as hubs for university-local collaboration, securing policy funding and local resource support.

3.4.4 Threats

1) Student participation in sustainability challenges: Short-term project-based engagement (e.g., summer internships) leads to fragmented implementation, while long-term operations rely on core teams. Academic pressure compresses practical participation, with 60% of students reporting "only able to dedicate less than 5 hours per week."

2) Local community acceptance risk: Some rural areas express skepticism toward the "student-led construction" model, fearing that the design may deviate from practical needs. For instance, a certain rest station, which failed to consider villagers living habits, resulted in a 70% vacancy rate after completion. Intermediary local officials may lead to the interruption of cooperation.

3.5 Strategic Recommendations

1) Establishing the "University-Enterprise-Village" Tripartite Model: Universities should integrate station construction into their credit systems and implement a "dual-mentor system" (university professors + corporate engineers) to guide student teams, enhancing project professionalism. Enterprises should sign "technology-for-benefit" agreements, such as providing construction materials with station naming rights retained by the enterprise. Villages should establish "Village Name Co-Governance Committees" to ensure student designs align with local needs.

2) Standardized modules reduce collaboration costs: The station is divided into specialized modules including "Energy Module", "Cultural Exhibition Module", and "Ecological Restoration Module", each managed by dedicated teams. Achievements are shared through an open-source design repository. Student innovations (e.g., low-cost wastewater treatment solutions) can be commercialized via the station platform, with revenue distributed as "50% for students + 30% for the station + 20% for the university" to establish a sustainable incentive mechanism [2].

3) Risk hedging strategy: Purchase project terminal insurance to cover losses caused by student attrition or policy changes; establish an "Alumni Council" with resources provided by former participants to mitigate the impact of personnel turnover.

4. FEASIBILITY ANALYSIS

4.1 Objectives and Feasibility of the Plan

The project employs a dual-engine strategy of "student-led engagement + local ecological restoration" to develop replicable rural revitalization models. Ecologically, modular design enables "one village, one policy" solutions: In Yunnans Hani Rice Terraces, student teams designed a "terraced water purification system" (40% cheaper than traditional projects) that reduced agricultural non-point source pollution by 35% while preserving farming traditions. In northern sandy regions, the station incorporates "grass grid sand fixation + photovoltaic desertification control" technology, achieving 50% efficiency improvement (based on Ningxia Shapotou pilot data). Economically, the station serves as a cultural-tourism hub activating rural industries: Yucun Station in Anji, Zhejiang introduced bamboo craft workshops and tea culture experiences, increasing villagers annual per capita income by 24,000 yuan with 30% tourism dividends for the village collective. Implementation follows a tripartite collaboration model: "university think tanks + corporate supply chains + government subsidies". Through agreements with 50 universities as "rural revitalization practice bases", student teams lead designs (saving 60% design fees), enterprises donate photovoltaic panels and eco-friendly building materials (reducing costs by 35%), while the government provides up to 60% subsidies and 10-year land rent-free policies, ensuring the first 20 demonstration sites recoup costs within three years.

4.2 Environmental Feasibility

National and local governments have significantly strengthened support for green tourism development. The Ministry of Culture and Tourisms pilot program for immersive smart tourism spaces has provided policy guidance for similar projects. In 2025, the Ministry of Finance allocated 80 billion yuan in special funds for "Beautiful Countryside Construction," explicitly requiring "youth participation mechanisms." The Ministry of Ecology and Environment offers 200 yuan per square meter (up to 2 million yuan) in subsidies for "Zero-Carbon Station" certification projects. At the local level, 20 cities including Chengdu and Hangzhou have launched the "Green Channel for College Students to Rural Areas," reducing approval cycles from 6 months to 1 month and offering 50% land transfer fee reductions. Community-level initiatives show 83% of surveyed villagers support the program (data from Zhejiang University Rural Research Institute). Station construction has reduced vacant farmhouses from 75% to 20%, with 30% of revenue benefiting village collectives (e.g., Longtan Village in Fujian gained 1.2 million yuan annually). Ecologically, digital monitoring systems enforce strict red lines: stations equipped with smart sensors track real-time PM2.5 and water quality, dynamically limit daily visitor numbers (e.g., Huangshan Station caps daily visits at 500), and ensure ecological disturbance index below 0.4 (the Ministry of Ecology and Environments safety threshold is 0.7) [3].

4.3 Technical Feasibility

Immersive experience technologies and smart tourism solutions have reached maturity, providing essential technical support for cultural tourism hubs. A prime example is the "metaverse + eco-friendly" model, which integrates local historical and cultural resources to deliver immersive cultural experiences that combine educational value with entertainment. Furthermore, modern technological applications enhance visitor interaction and engagement, elevating both the technical sophistication and appeal of these projects. The hubs integrated photovoltaic-energizing system meets 80% of its electricity needs, with surplus power fed into the rural grid to generate revenue.

4.4 Economic Feasibility

From an economic perspective, immersive tourism cultural hubs can generate profits by attracting visitors, boosting consumption, and creating employment opportunities. College students can participate in these projects through entrepreneurship or volunteer work, reducing initial costs while leveraging social resources for sustainable development. The initiative also delivers significant social benefits. By promoting environmental awareness and cultural experiences, it enhances tourists commitment to ecological conservation and cultural preservation. Student involvement further facilitates cultural exchange and strengthens community bonds. Through Ant Chain integration, students can earn carbon credits by participating in project development, which can be redeemed for corporate benefits.

5. PUBLICITY AND MARKETING STRATEGY

5.1 Promotion Plan

1) With "Youth Co-construction, Green Awakening" as the narrative thread, we will build a tripartite communication matrix integrating environmental protection initiatives, cultural heritage preservation, and personal development, to ignite college students participation enthusiasm and social engagement.

Universities can establish the "Yilv Alliance Society" to promote the initiative "Save the Earth with Your Expertise—Build Eco-Station Stations, Earn Credits, Develop Skills, and Create Impact! Your Designs Could Become the Next Trendy Eco-Landmark!" This initiative sparks student engagement while providing practical opportunities to apply their expertise, enhancing their professional awareness. The club may also organize campus events like "Garbage Fashion Shows" where students create fashion from recycled plastic bottles and waste construction materials [4].

2) AR experience kiosks can be installed at locations such as university cafeteria entrances, supermarket entrances, and teaching buildings. By scanning QR codes with a smartphone and paying the corresponding fee, users can preview their designed 3D station models.

3) By leveraging short video platforms, we can produce documentary-style clips to spark discussions around The People of the Post-00s Station, highlighting students real-life journey from design disputes to compromises.

5.2 Marketing Strategy

1) Start-up phase: Seed users fission, establish benchmark cases

The Hundred Schools Station Design Competition was launched in collaboration with multiple local universities. Student teams submitted station design proposals, with the top 10 winning government funding (up to 500,000 yuan per project) and internship opportunities at Ant Group. The initiative reached 500,000 college students, recruited 5,000 seed users, and established three model stations.

2) Expansion phase: Integration of government and enterprise resources, large-scale replication

Design the "Green Map for Thousands of Villages" initiative: Collaborate with AutoNavi to launch the "Environmental Station Navigation Function". Users can check in at stations to light up map icons, and collect 10 icons to redeem corporate gift packages (such as free Starbucks coffee). Huawei, Tencent, and other companies have claimed naming rights for the stations. Student teams have customized "technology + environmental protection" experiences for enterprises (such as using Huawei AI to calculate carbon reduction at stations). Employees of these companies can prioritize signing up for station activities. Thirty enterprises have been added, creating 100 new stations, which has driven an average 40% increase in rural tourism revenue.

3) Sedimentation Phase (12+ months): Community-driven operations to build an ecosystem closed loop

The "Alumni Station" mini-program was developed, allowing past participants to claim station maintenance tasks and access corporate resources, with points redeemable for the "Green Career Pass" (which prioritizes internship placements at partner companies). An awards ceremony was held to select the "Most Beautiful Station Designer" and "Carbon Reduction Pioneer Village." The initiative has accumulated 100,000 active community users, incubated 100 rural entrepreneurship projects, and generated over 100 million in ESG collaboration funds with enterprises.

6. FINANCING PLAN

6.1 Capital Requirements and Allocation

The initial funding requires approximately 2,000 yuan for preliminary promotion, including printing flyers and business cards. Another 2,000 to 2,500 yuan covers logistics and after-sales services. Subsequently, partnerships with local merchants will be established, with a portion of the funds allocated to artisans. Establishing a physical store later will demand substantial capital, necessitating financing based on the projects actual progress.

The companys registered capital is 100,000 yuan, with 60,000 yuan paid-in capital and the remaining 40,000 yuan to be paid in proportion to shareholding. The share structure and scale are detailed in the table below.

The projects initial investment structure allocates 60,000 yuan for the planning phase. Specifically, Yi Shiwu Assets (including station facilities and VR equipment) contributes 10,000 yuan (16.67% stake), while the capital contribution amounts to 20,000 yuan (33.33% stake). To enhance liquidity and mitigate risks, we plan to engage 1-2 venture capitalists with an additional 20,000 yuan investment (33.33% stake). Furthermore, we will partner with a local tourism base operator through a 10,000 yuan equity investment (16.67% stake) to reduce operational risks and support the companys early-stage development [5].

6.2 Fund Utilization Planning and Progress

In the initial phase, the project requires external funding for working capital, primarily from family and friends. Should development needs arise later, bank loans may be obtained. To ensure sustainable growth, we will maintain a debt-to-asset ratio of approximately 30%.

The funds are primarily allocated for the procurement of office equipment, initial promotional expenditures, as well as packaging procurement, personnel travel, employee salaries, and other various period expenses. Initially, the headquarters will be established, with the option to consider setting up multiple branches once the company reaches maturity.

6.3 Methods of Fundraising

In the initial phase, the startup primarily leverages digital platforms including mini-programs, WeChat groups, Moments, official accounts, and Weibo for promotion. Funding is secured through multiple channels: digital rewards, traffic monetization, referrals from personal networks, and contributions from the founding team. The government and educational institutions provide targeted financial support based on the entrepreneurs actual circumstances. During the growth phase, equity financing becomes viable. As the business matures with a stable customer base and expanding market reach, substantial revenue streams emerge, ensuring robust cash flow.

7. FINANCIAL ANALYSIS AND FORECAST

For a startup team to achieve sustainable growth, it must establish a viable profit model. Just as team operations require funding, business development also demands financial support. We need to conduct financial analysis and forecasting for the project, then develop a financial system tailored to our entrepreneurial characteristics and operational model, ensuring the projects sustainable operation.

7.1 Capital Requirements and Utilization

7.1.1 Capital Requirements

In response to market demand for similar products, our team has formulated a development plan with an estimated initial investment of 100,000 yuan. (This funding will primarily support expanding our product portfolio, enhancing service quality, advancing R&D, and reducing material costs.) The investment accounts for approximately 33% of the companys total three-year investment of 300,000 yuan, while R&D expenditures will constitute about 15% of the total revenue.

7.1.2 Expected Use of Funds

1) Pre-development equipment costs: RMB 80,000; including RMB 1,800 for R&D personnel salaries (essential expenses for core student team members of the startup)

2) Administrative and sales expenses amounted to 1,500 yuan.

Overall, the projects initial investment failed to generate expected returns. This was primarily due to expenditures on mini-program development and market research, resulting in actual costs exceeding revenue.

7.2 Fund Management

The project team has established a dedicated Finance Department to implement centralized financial management. All income and expenditures are meticulously documented and regularly disclosed, with quarterly and annual

financial statements prepared for timely analysis and oversight. During operations, the Finance Department prepares funding budgets and plans, emphasizing cost control while balancing efficiency. Throughout the project implementation, the team must strictly adhere to approved funding applications and project budgets, with no arbitrary modifications or terminations permitted. All expenditures require detailed budget allocations for special project funds to ensure compliance from the outset. Once approved, project funds must be used strictly in accordance with the budget specified in the project application.

8. TRANSFER OF FOLLOW-UP RESULTS

To further research and explore the deep-seated service functions of the "Immersive Tourism Cultural Station Studio for College Students," we aim to establish a work system that is highly operational, widely applicable, low in operating costs, and efficient in management. This system will precisely align with and gradually expand the stations regional characteristics, targeted services, ecological and environmental protection functions, and economic benefits. By continuously enhancing tourists participation experience, sense of happiness, and recognition, we welcome more travel enthusiasts to attend and participate in Chinas rural tourism. Integrating future technologies, social trends, and the needs of young groups, we propose the following practical outcomes to further promote the deep integration of environmental protection concepts with immersive tourism cultural stations [6].

1) Launch the "ECO QUEST" mini-program. Research indicates that the public prefers mobile platforms for information access, yet traditional environmental education methods struggle to engage younger demographics and sustain long-term participation. The "ECO QUEST" mini-program addresses this gap by leveraging the strengths of mobile applications to enhance public engagement and attract younger users. Additionally, design an eco-themed e-sports game (e.g., "Eco Defense Battle") where tourists can team up for competitions while learning environmental knowledge. Winning teams will receive eco-friendly merchandise or free accommodation at designated stations.

2) "Metaverse + Environmental Protection": By integrating metaverse concepts into tourism cultural stations, this initiative creates an immersive experience blending virtual and real-world elements. Within the metaverse, visitors can explore virtual cultural stations using VR technology, experiencing global ecological landscapes like the Amazon rainforest and Arctic glaciers, while learning environmental knowledge through interactive games. The virtual stations also feature eco-friendly actions (e.g., collaborating with environmental organizations to plant trees or clean beaches). College students can serve as "eco-guides" for these virtual stations, designing environmental tasks and sharing visitors achievements on social media.

3) "Script Murder + Tourism": Design a multi-role script murder game centered on themes like "Saving Endangered Species," "Restoring Ecosystems," or "Addressing Climate Change." Tourists assume various roles (e.g., scientists, environmental volunteers, government officials) at the station, completing eco-friendly missions through puzzle-solving, interaction, and teamwork. The station features multiple themed settings (e.g., forests, oceans, cities) enhanced with AR technology for immersive experiences. For instance, visitors can see virtual endangered animals or polluted scenes through AR glasses. We can serve as script murder hosts or participate in scriptwriting and scene design, incorporating local cultural elements and environmental knowledge.

4) "Station + Art Therapy": Art installations themed around natural elements (e.g., sculptures made from recycled materials, light and shadow interactive installations) are set up within the station, allowing visitors to experience the beauty of nature through interactive activities. Environmental-themed art therapy workshops (such as creating artworks from discarded materials, natural sound meditation) are organized to help visitors relax their minds and bodies.

5) Digital Management of Tourism and Carbon Footprint: Smart devices can track tourists eco-friendly actions (e.g., water conservation, waste sorting, and participation in environmental activities) and convert them into "eco-credits" on the blockchain. These credits can be redeemed for in-station services (such as free accommodation or dining discounts) or purchased as eco-friendly cultural products. They can also be donated to environmental projects like afforestation or wildlife conservation.

6) Biodiversity-themed "Eco-Blind Box" Experience: Featuring locally sourced ecological elements, this unique blind box series includes a model of an endangered species, educational cards, and an eco-friendly challenge (e.g., "Plant a Tree" or "Reduce Single-Use Plastics"). When opened, visitors can explore virtual flora and fauna through

AR technology and complete tasks. Upon successful completion, theyll receive an "Eco Guardian" certificate from the station.

7) An immersive "Future City" exhibition with an eco-conscious theme: Using holographic projections, interactive installations, and virtual reality technology, it showcases sustainable urban scenarios like vertical forests, self-driving electric vehicles, and zero-waste communities. Visitors can design their own "future city" through interactive installations and monitor real-time environmental metrics (e.g., carbon reduction, energy consumption) to see how eco-friendly technologies are transforming future lifestyles.

8) Eco-themed "Practical Journey" Experience: Using VR technology to recreate historical environmental disasters (e.g., deforestation, river pollution), visitors can witness the consequences of environmental degradation firsthand. The experience also showcases potential future scenarios (such as rising sea levels from climate change and species extinction), while interactive games engage participants in "saving the future" initiatives.

This project establishes immersive tourism cultural hubs with student participation, creating an integrated platform that combines promotion, cultural exchange, tourism, and environmental conservation. This innovative model not only significantly enhances the economic benefits and cultural value of rural tourism, but also cultivates students professional skills and social practice abilities through hands-on experience, achieving dual goals of social contribution and personal growth. Social contribution plays a vital role in developing students career competencies, effectively stimulating and exploring developmental pathways and innovative practices across all stages from basic education to lifelong learning.

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