

Eco-farms that successfully integrate with rural tourism usually rely on clear market demand orientation, endogenous development motivation, resource endowment, technical support, and resource integration. This suggests that establishing clear standards for product quality, service design, and environmental performance can promote the integration of agriculture and tourism and drive farm upgrading (Xiao et al., 2025).

Future optimization of the waxberry industry should focus on establishing standardized systems for varieties and rootstocks; regulating ecological fertilization, cover crop planting, and biological control practices; defining basic monitoring and irrigation control requirements; and aligning production standards with agritourism service standards and branding systems. At the same time, coordinated support from policies, technology extension, and producer organizations is needed, along with dynamic updates, to ensure the continuous development of waxberry orchards toward an integrated system that is smart, eco-efficient, and market-oriented.

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