

Research on Classification and Evaluation Index System of Rural Tourism Resources

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Abstract

As a new means of rural economic development, rural tourism is also the main driving force of rural revitalization, and it is also an effective way to inherit, restore and revitalize Chinese traditional culture, which has received responses from all over the country. Rural tourism resources are the material basis for the emergence and development of rural tourism. It is of great significance for the development and planning of rural tourism resources to construct a reasonable classification and evaluation system of rural tourism resources. In this paper, the method of qualitative analysis is adopted, and the classification system of rural tourism resources, which includes 10 main categories and 45 subcategories, is constructed based on the comprehensive analysis and induction of previous studies. On the basis of the characteristics of rural tourism resources, a set of index system suitable for the evaluation of rural tourism resources is constructed, in order to provide reference for the development planning of rural tourism resources.

Keywords

Rural tourism resources; Classification; Evaluation; Index system.

1. Introduction

With the sustained development of economy, the acceleration of urbanization and the higher requirements of residents for quality of life, rural tourism that returns to nature and enjoys the countryside has gradually become a hot spot of tourism development. In 1990s, the primary form of rural tourism represented by happy farmhouse and happy fisherman appeared in China [1]. Then, with the superimposed release of national policies, for example: In 2006, the National Tourism Administration designated the tourism theme as "China Rural Tourism"; In 2014, the State Council clearly pointed out that it is necessary to vigorously develop rural tourism; At present, rural tourism is also the main direction of tourism development during the "Thirteenth Five-Year Plan" period in China, and it is also an important way to solve the "three rural issues", carry out tourism poverty alleviation and promote the construction of beautiful countryside [2]. In addition, as a large agricultural country, China has vast rural area, rich natural resources, profound cultural heritage, strong local characteristics and folk customs, and has the superior conditions for developing rural tourism. Rural tourism began to develop in full swing all over China, and gradually became a new growth point of rural economy [3]. However, in the process of development, there are obvious phenomena such as homogenization, lack of effective guidance and low utilization rate of resources. As the foundation of tourism development, it is particularly important to plan and develop excellent rural tourism resources, which requires us to first find out what rural tourism resources contain and how to evaluate them [4].

Therefore, based on the analysis of the characteristics of rural tourism resources, this paper puts forward the principles of constructing the evaluation index system of rural tourism resources, and clarifies the evaluation indexes of rural tourism resources, in order to alleviate

the problems of unfounded and inaccurate evaluation process of rural tourism resources, and then promote the rapid development of rural tourism.

2. Classification of Rural Tourism Resources

2.1. Rural Tourism Resources

Rural tourism originated in Europe and America in the 19th century, it specifically refers to tourism activities carried out in rural areas and based on unique rural human settlements, rural folk (ethnic) culture, rural pastoral scenery, agricultural production and its natural environment [5]. As the foundation of the emergence and development of rural tourism, rural tourism resources refer to all the things and factors with rural characteristics that can provide conditions for developing rural tourism activities, attract tourists, develop and utilize tourism, and produce economic, social and environmental benefits.

2.2. Page Numbers Research on Classification of Domestic Rural Tourism Resources in China

As we all know, rural tourism resources are the foundation of rural tourism development, and their classification and evaluation are the premise of rural tourism planning and development, so they are also the focus of academic research. There are many classification systems of tourism resources in China, Commonly used are natural tourism resources, humanities tourism resources, and social tourism resources classified according to the attributes [6], "Classification, Investigation and Evaluation of Tourism Resources" issued by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (GB/T18972-2003), etc. Gao Zengwei scholar combined the constituent elements and characteristics of rural tourism resources and divide them into three categories: agricultural landscapes, settlement landscapes, and folk cultural landscapes [7]. Hu Fenning, He Jing and other scholars have investigated the rural tourism resources in specific tourist destinations such as Shaanxi, Hubei, Henan, etc, combined with the attributes, characteristics and existing conditions of the resources, and based on the national standard, the rural tourism resources are mainly divided into the following nine categories: Rural natural landscape, rural historical sites and relics, rural characteristic settlements and architecture, rural agricultural industry technology, rural farmhouses, rural leisure and vacation, rural folk culture, rural red tourism, and rural specialty commodities [2][8-10].

All the above-mentioned scholars have expressed their opinions and put forward their own representative views, which provide the direction for this paper. However, the types of rural tourism resources are diverse and complex, which is not a simple resource monomer of one or several elements or scenes, but a resource system composed of various resource individuals in a certain area [11]. At the same time, there are differences among tourism destinations. Since the classification of this paper is aimed at the large rural tourism scope, we should fully understand all kinds of resources and maximize the extension of rural tourism resources. Ensure that the classification system can include all categories of rural tourism resources, and ensure that each category is clearly differentiated, and the investigation of rural tourism resources in different regions can be operated.

2.3. The Construction of Rural Tourism Classification System

In view of the above considerations, this paper agrees with Hu Fenning scholar. On this basis, combined with the characteristics of modern rural tourism, the main category of rural ecological environment will be added. With the in-depth development of rural tourism, tourists' preferences and behaviors are undergoing profound changes. This change is mainly manifested in how the landscape of tourism resources is outstanding and distinctive, and how the cultural tourism resources are rich and colorful, but how the ecological environment is. After arriving

at their destination, tourists are not in a hurry to visit the mountains and rivers, but stay and enjoy the landscape there [12]. Therefore, it is reasonable to bring rural ecological environment into the major categories of rural tourism resources. According to the above principles and referring to the latest national standard [13], this paper divides rural tourism resources into 10 main categories and 45 subcategories, as shown in Table 1.

Table 1. Classification system of rural tourism resources

Types of rural tourism resources			
Main class	Subclass	Main class	Subclass
Rural natural landscape A	Rural mountain landscape AA	Country happy farmhouse E	Leisure and entertainment happy farmhouse ED
	Rural water scenery AB		Folk culture happy farmhouse EE
	Rural biological landscape AC		Agricultural sightseeing happy farmhouse EF
Rural historical sites and relics B	Ruins of ancient production sites BA	Rural leisure and holiday F	Leisure resort FA
	Remains of ancient tools of production BB		Leisure farm and mountain villa FB
	Other local cultural relics BC	Rural folk customs G	Diet, Clothing, Living Folk GA
Traditional vernacular architecture CA	Folk religious activities GB		
Ethnic village CB	Folk performing arts GC		
Country ancestral hall architecture CC	Festival activities GD		
Religious activity places CD	Etiquette folk customs GE		
Science, culture, art, architecture and places CE	Rural traditional agriculture and crafts GF		
Traffic, hydraulic architecture CF	Local celebrity legend GG		
Traditional agricultural village landscape CG			
Modern and beautiful new countryside style CH	Rural red tourism H	Revolutionary figures or events HA	
Rural agricultural industry technology D		Traditional agricultural landscape DA	Revolutionary memorial sites and monuments HB
		High-tech agricultural industry science park DB	Revolutionary spirit HC
	Agricultural science and technology education base DC	Rural characteristic goods I	Characteristic handicrafts and souvenirs IA
	Agricultural expo park DD		Agricultural and sideline local products IB
	Agricultural industrial base DE		Special foods IC
	Horticultural garden base DF	Rural ecological environment J	Forest coverage rate JA
	Characteristic breeding park, animal husbandry park DG		Shanshui environment JB
Rural happy farmhouse E	Accommodation reception happy farmhouse EA	Rural ecological environment J	Climate environment JC
	Farming participation happy farmhouse EB		
	Residential happy farmhouse EC		

3. Rural Tourism Resources Evaluation Index System Construction

3.1. Research on Evaluation of Rural Tourism Resources in China

At present, the evaluation methods of rural tourism resources are mainly divided into qualitative and quantitative methods. The mature qualitative evaluation methods include the "six characters and seven standards" evaluation method by Huang Huishi, a social scientist of

Shanghai Academy of Social Sciences, the "comprehensive evaluation system of tourism resources" evaluation method, and the "Three Three Six" evaluation method by Lu Yunting, a professor at Beijing Normal University [14]. Analytic hierarchy process and Delphi method are widely used in quantitative evaluation methods [15].

The research results include Li Yanna and Huang Dayong to construct the evaluation index system of rural tourism demonstration area from three aspects: tourism, agricultural ecology and social economy, and set 32 indexes [16]; Wang Min and others believe that the evaluation contents of rural tourism resources include: the type, characteristics, quantity, abundance of products, artistic conception, and the difficulty of transforming into products, etc. [17]; Ma Yong and Chen Huiying pointed out that the core values of rural tourism destinations include four aspects: local characteristics, development environment, management level and growth ability [18]. By analyzing the resource characteristics of rural tourism and the principles of building the evaluation index system of rural tourism resources, Yu Xia has built a set of evaluation index system of rural tourism resources on the basis of summing up previous experiences [19]. Yin Zhan'e, Li Huiqin, He Jing, Zhang Dongyue and other scholars took Shanghai, Hubei, Henan and Luoyang as single objects respectively, and analyzed their rural tourism development status and resource endowment characteristics, and constructed an evaluation system for local rural tourism resources, in which the comprehensive evaluation layer mainly included resource element value, development conditions and development value, and social effects [2] [9-11]. Scholars put forward their own representative opinions, which enriched the theoretical system of related research. However, the current research results of scholars are not comprehensive enough. For example, some of them have not compared with the latest authoritative standards at the national level. At the same time, with the continuous development, rural tourism has been given more connotations, and the future development conditions of rural tourism have not been mentioned, so it needs to be further improved.

3.2. Principles of Constructing Evaluation Index System of Rural Tourism Resources

Rural tourism destination is a huge and complex system. Only by reasonably evaluating its tourism resources can we grasp its development direction more accurately, reduce the blindness in development and orientation, and promote its rapid, efficient and stable development of rural tourism. This requires us to follow certain principles, which are embodied in the following points:

First, the principle of overall dynamics. That is to say, when evaluating rural tourism resources, we should not limit ourselves to a certain aspect or simply start from a certain angle and a certain time point, but systematically and comprehensively consider all possible areas, such as resources themselves, development conditions, market influence and so on [19].

Second, the principle of comparability. That is to say, it is required that the evaluation results are comparable with each other, and there is a unified measurement standard to compare and analyze the results, thus reflecting the advantages or disadvantages of certain factors; In addition, it is necessary to consider the difficulty of obtaining the data of the evaluation index for statistics, calculation and analysis [20].

Third, the principle of representativeness. There are many evaluation contents of rural tourism resources. It is necessary to ensure that each evaluation index can directly and accurately reflect the value of a certain aspect of tourism resources, avoid the overlapping of multiple indicators to repeatedly evaluate one factor, and try to ensure that the selection of indicators is typical and representative.

Fourth, the principle of operability. Finally, the evaluation system of rural tourism resources should be used in practice, taking into account the acquisition of index data and the difficulty of

index evaluation, and selecting evaluation indexes that can be quantitatively investigated and graded as far as possible to ensure the feasibility of the subsequent evaluation process.

3.3. Construction of Evaluation Index System of Rural Tourism Resources

This paper will take the new national standard as reference, combine the previous research, follow the above principles, and make a further discussion on the evaluation index system of rural tourism resources.

The national standard points out that the evaluation of tourism resources should include three aspects: resource element value, resource influence and added value. Because of the uniqueness of rural tourism resources, the national standard is not fully applicable to the evaluation of rural tourism resources, which is not the only criterion for its evaluation, but it has laid a foundation for the construction of the evaluation index system of rural tourism resources. Therefore, on the basis of summarizing predecessors' experience and combining with the latest national standard, this paper constructs a set of evaluation index system of rural tourism resources according to the principles of comprehensive dynamics, comparability, representativeness, hierarchy and operability, as shown in Table 2

First of all, the evaluation of the value of resource elements. According to the national standard, the evaluation of tourism resources elements can be carried out from five aspects: the value of ornamental recreation, the value of history, culture, science and art, the degree of rarity, the scale/abundance and probability, and the completeness. In view of the uniqueness of rural tourism resources, for example, rural tourism depends on rural ecological environment, so in the evaluation system of this paper, the "rare and peculiar degree" in the value of resource elements is removed and replaced by the value of ecological environment. At the same time, due to the weak awareness of environmental protection in rural areas and the particularity of rural tourism, it is easy to cause the load impact on the ecological environment during the development of rural tourism, and the resulting ecological externalities need ecological compensation to solve [21]. Therefore, the index of "ecological compensation ability" is added to the project of "ecological environmental value" to investigate the ecological sustainable development potential of rural tourism resources, which has a positive effect on the sustainable growth of rural tourism and village economy. Moreover, the evaluation of cultural value should be based on the perspective of rural resources, examining its cultural traditions with rural characteristics and rural customs and festivals; The integrity evaluation of rural resources should focus on the form, monomer and complex structure of rural resources based on the investigation of rural infrastructure conditions.

Secondly, the evaluation of the project of resource influence. According to the national standard, the evaluation of resource impact can be carried out from two aspects: popularity and influence, suitable travel period or use range. At present, except the villages with red tourist attractions, tourist resorts and demonstration villages in beautiful countryside, the general rural tourist areas are in the early stage of development, so their popularity and brand degree are usually not high, which can not be used as an important indicator for evaluating the impact of rural tourism resources. Therefore, this paper reduces its evaluation criteria. However, the characteristic selling points of rural tourism resources, the number of tourists that can be received and the participation of activities are the key points of its evaluation, which can not be ignored.

Finally, the evaluation of the added value. The national standard points out that the added value contains the evaluation factor of "environmental protection and environmental safety". However, this evaluation project is rich in connotation and difficult to operate. At the same time, this paper has already put part of this project in the value of resource elements. On this basis, this paper refines this project and supplements it at the same time. In this paper, I think that we should consider the macro factors such as politics, economy, society, technology and rural

tourism system, and give the rural tourism resources a clear, specific and accurate ranking through all-round investigation and evaluation. For example, dynamic monitoring in technical level, considering the rapid development of rural tourism, dynamic monitoring in time span can analyze the problems in the past development and utilization process, thus predicting the future development trend and providing guidance for the future sustainable and good development and utilization [15].

When using this evaluation system to evaluate rural tourism resources, we should pay attention to the subtleties of the evaluation indicators of rural tourism resources. For example, the development and management of rural tourism are troubled by the constraints of incomplete rural infrastructure and not advanced conditions and environment. Therefore, in the evaluation stage of rural tourism resources, we should give a comprehensive, objective and detailed investigation on the government policies, basic conditions, location conditions, tourist market and community conditions of rural tourism resources with an objective attitude, so as to make an effective evaluation.

Table 2. Evaluation Index System of Rural Tourism Resources

Target layer	Comprehensive layer	Project level	Index layer
Rural tourism resources	Value of resource elements (85 points)	Ornamental, recreational and use value (30 points)	Ornamental value, recreational value and use value
		Ecological environment value (25 points)	Air and climate, land conditions, water resources, noise impact, pollutant treatment, greening index and ecological compensation capacity
		Historical, cultural, scientific and artistic value (25 points)	Historical value, cultural value, scientific value and artistic value
		Scale/abundance and probability (10 points)	Scale, richness and density
		integrity (10 points)	Form, single structure, quantity of adjacent excellent tourism resources, accessibility and coordination
	Resource influence (15 points)	Awareness and influence (5 points)	Awareness, reputation, brand and unique selling point
		Suitable travel period or use range (10 points)	Stay days, reception traffic, tourist satisfaction, degree of participation
	Added value	Political environment	Government support attitude, government policy inclination and financial support
		social factor	Community participation, talent support, external connectivity, public health, infrastructure, security, management system, supervision mechanism and propaganda organization
		Economic base	Benefit level
		Tourism system	Tourism atmosphere, location conditions, tourist source conditions, tourism facilities, service level, planning, guarantee mechanism, investment and financing ability
		Technical level	Dynamic monitoring, data recording and dynamic evaluation

4. Conclusion

Rural tourism resources are the prerequisite for the development of rural tourism. Based on the latest edition of national standard and drawing on the relevant research results of predecessors, this paper puts forward a new category of rural tourism resources, "ecological environment resources", and improves the classification system of rural tourism resources. At the same time, a set of evaluation system suitable for rural tourism resources has been constructed. In view of the dependence of rural tourism resources on the ecological environment and its rapid development, two evaluation items of "ecological environment value and technical level" have been added, in order to provide strong support for the evaluation of rural tourism resources, to a certain extent, enrich the related research results of rural tourism and promote the planning and development of rural tourism in China. However, due to the limited time, this paper only made a qualitative research and analysis, but did not make a specific quantitative analysis on the selection of indicators and the weight of each indicator, which will be a research direction in the future. At the same time, the development of rural tourism varies from region to region. When classifying and evaluating tourism resources, each region needs to adapt to local conditions, so as to give full play to the advantages of its own tourism resources and maximize the efficiency of resource development and utilization.

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