

Research on the Evaluation and Development Countermeasures of Qishi Cultural Tourism Resources in Fei County of Linyi

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Abstract: In this paper, the analytic hierarchy process (AHP) is used to construct the comprehensive evaluation system of Fei County's Qishi tourism resources by selecting three criteria: the value of resource elements, the conditions of resource development and the quality of environment. According to the index system of Qishi cultural tourism resource evaluation, the questionnaire was designed and experts were invited to answer the questionnaire. Then according the scores given by some experts, the 15 elements of the tourism resources of Qishi culture are analyzed. Through analyzing the problems existing in the development of the Qishi cultural tourism resources of Fei County, the paper puts forward some development suggestions, in order to promote Qishi tourism development in Fei County.

1. Introduction

Fei County is known as “the hometown of ornamental stones in China” and “the hometown of exotic stones”. There are a large number of “strange stones” buried in the north of Fei County town, with various appearances and shapes, set the “thin, leakage, transparent, wrinkled, grand”, in abundant reserves. Qishi is the earliest known burial stone forest in China, and is known as “the greatest natural miracle discovered in northern China at the turn of the century”. According to the composition, the types of Feixian Qishi include Taihu stone (garden stone), Venus stone, swallow stone and Tianjing stone.[1]

Around 2000, relying on the unique Qishi cultural advantage, Fei County established the development strategy of “prospering the county with stones”, and have developed two scenic spots, Zhonghua Qishi town and Yimeng stone forest. According to experts, the stone forest resources in Fei County are among the best in China in terms of area, quantity and even modeling, which are in correspondence with those in Yunnan Province, and can be regarded as one of the best in China. At present, Zhonghua Qishi Town is the largest exhibition area of strange stones in Linyi area, with a total planning area of about 8 square kilometers, and not only a national science education base, but also a provincial key cultural tourism development project. Yimeng stone forest is a 3A national tourist area, a national geological park and a National Demonstration Site for agricultural tourism. Since 2007, the Stone Culture tourism Festival has been held annually in Fei County.

2. Evaluation of Qishi Cultural Tourism Resources in Fei County Linyi City

2.1 Construction of Index System

Based on the analytic hierarchy process (AHP) put forward by American operational research scientist T. L. Saaty, and referring to the national tourism resources classification evaluation standard, this paper constructs the evaluation index system of Qishi resources in Fei County, Linyi (Table 1). The questionnaire, designed on the index system, are sent to the 20 experts who were invited to compare the two elements, and collected together in order to make the comparison matrix.[2] The results of expert scoring are input into the analytic software of Analytic Hierarchy Process (AHP), and the calculated data are obtained. According to the expert questionnaire score, the evaluation matrix was constructed. The CI of criterion layer is 0.000, RI=0.52, and CR= 0.00<0.1; CI of element layer B1 is 0.052, RI= 0.126, CR=0.041<0.1; CR of element layer B2 is 0.074, RI = 0.0112, Cr =

0.066 < 0.1; CI of element layer B3 is 0.089, RI = 0.890, CR = 0.1 ≤ 0.1; It showed that the judgment matrix of index system meets the consistency test.

Table 1 the Index System of Development Evaluation of Qishi Cultural Tourism Resources in Fei County

Comprehensive evaluation of Qishi culture tourism resources in Fei County (A1)	Resource value (B1)	Viewing and recreational value (C1)
		Historical and cultural value (C2)
		Rarity and strangeness (C3)
		Size and richness (C4)
		Integrity (C5)
		Fragility (C6)
	Development conditions (B2)	Popularity and influence (C7)
		Local community relations (C8)
		Government policy of the development and management (C9)
		Accommodation facilities (C10)
		Traffic infrastructure (C11)
	Environmental quality (B3)	Environmental protection (C12)
		Climatic conditions (C13)
		Water quality and air quality (C14)
		Travel time limit (C15)

2.2 Analysis of Weight and Order

In the criterion layer(table 2), the value of resource elements accounts for 0.6 in the whole, with the largest proportion and overwhelming proportion, which has the greatest impact in tourism development; the development conditions and environmental quality have the same weight value, both of which are 0.2 and relatively lower than resource element value.[3]

In the element layer, the viewing and recreational value of Qishi culture tourism resources is the first among all the elements, and its comprehensive weight value is 0.1863, which indicates that the viewing and recreational value should be paid more attention than other aspects. The second element is the degree of rarity and strangeness, the value is 0.1225, which indicates that the rarity and strangeness of the stone is very important for Qishi scenic spot. The third element is historical and cultural value, which is inseparable for the development of Qishi tourism resources, because history and culture are the foundation of the development of Qishi scenic spot. Environmental protection ranked fourth, highlighting the importance of ecological and environmental protection in the tourism development of Fei County. The last third elements are traffic infrastructure, travel time limit and accommodation facilities, which are the basic elements, belong to the contents of tourism infrastructure, and have little impact on the development of tourism resources in Fei County.

Table 2 Factor Weight Distribution of Qishi Tourism Resources Evaluation Index System in Fei County

Criterion	Weight	Element	Weight	Comprehensive weight	Ranking
Resource value	0.6	Viewing and recreational value	0.3105	0.1863	1
		Historical and cultural value	0.1595	0.0957	3
		rarity and strangeness	0.2043	0.1225	2
		Size and richness	0.1180	0.0708	5
		Integrity	0.0978	0.0586	7
		Fragility	0.1097	0.0658	6
Resource development conditions	0.2	Popularity and influence	0.2871	0.0574	8
		Local community relations	0.2185	0.0437	10
		Government policy	0.1985	0.0397	12
		Accommodation facilities	0.1235	0.0247	15
		Traffic infrastructure	0.1721	0.0344	13
Environmental quality	0.2	Environmental protection	0.4130	0.0826	4
		Climatic conditions	0.2575	0.0515	9
		Water quality and air quality	0.2001	0.0400	11
		Travel time limit	0.1292	0.0258	14

3. Problems in the Development of Qishi Cultural Tourism Resources in Fei County

3.1 Excavation of Qishi Culture is Not Deep Enough

The Qishi culture has a long history, and has played a great role in promoting the local economic and social development, and has gradually become a window for the outside world to understand Fei County. But through the investigation, we found that the historical and cultural value of Qishi stone in Fei County is not enough. We need to excavate and display its cultural value and artistic value through a variety of ways.[4]

3.2 Qishi Culture Brand is Not Strong

In the Qishi culture tourism, most of the tourists are literati and players who are interested in the stone culture and these tourists come from mainly cities around the Fei County. Although the impact of Qishi industry in Fei County mainly involves the local and surrounding towns, there are still a lot of problems in the popularity and influence, which there is a lack of systematic design and creation in the construction of Fei stone tourism brand.

3.3 Marketing of Qishi Tourism of Fei County is Insufficient

The Qishi cultural tourism is in initial stage of development, and its tourism infrastructure and tourism industry chain still need to be further improved; the publicity of brand is weak, and the commercials are shown only through TV or broadcast lack of we-media platform and short video; above all, lacking of innovation and in-depth development of cultural and creative products is urgent problem in Qishi tourism of Fei County.

3.4 Poor Experience of Tourists

Now the Qishi scenic spot lacks attraction for general public tourists. The existing rare stones are placed in the Qishi cultural park, which can only meet the watching needs of tourists, because there are no various forms of tour guide explanation, and lack of participatory tourism projects. There is a lack of in-depth exploration for the cultural connotation of rare stones.

4. Countermeasures for the Development of Qishi Cultural Tourism Resources in Fei County

4.1 Fully Excavate the Cultural Connotation of Qishi and Enrich the Cultural Tourism of Qishi

According to the evaluation results of Qishi culture tourism resources, we should fully excavate the cultural connotation of rare stones, enrich the product contents of cultural tourism, develop various tourist products and tourist routes, and take various forms of tour guides to show the unique connotation of Qishi, so as to make tourists understand the formation, development and unique use value of rare stones.

4.2 Establish Brand Awareness and Build Brand Marketing System

The brand construction of Feixian's Qishi cultural tourism industry should be integrated marketing in the aspects of publicity and communication. We can publicize and promote the brand of Feixian's Qishi cultural tourism industry by means of TV advertisement and network media, employ professional marketing agencies to put forward theme tourism propaganda slogans and tourism brand image, and build a perfect brand marketing system, so as to improve its popularity and reputation.

4.3 Developing Special Tourist Souvenirs with Stones

Cultural tourism products have an extremely important impact on a tourist destination. Therefore, the government can employ a professional research team and invite folk craftsmen to deeply explore the culture of Fei County, so as to research and develop more exquisite tourism souvenirs which are easy to carry. There should establish a stone craft Experience Hall, tourists can learn to make a unique tourist souvenir on the scene with craft workers, according to their own preferences, through processing and carving the original stone.

4.4 Strengthen Training Professional Talents

Although the Qishi culture tourism in Fei County is developing continuously, the employees are basically villagers from the surrounding villages, participating tourism activities limited to the sale and purchase of Qishi. Therefore, the tourism authority of Fei County can cooperate with colleges and universities to cultivate local professionals and craftsmen with scientific ideas and cultural accomplishment; establish local talent training mechanism to continuously improve the professional quality and service awareness of the employees of Qishi cultural tourism.

4.5 Innovative Marketing and Publicity Methods

Now the network marketing has greatly improved the exposure rate of tourist destinations. Brand promotion and scenic spots even Tourist souvenirs, can be carried out online. Tourism authority in Fei County can promote the tourist attractions marketing through micro-blog, WeChat, short video platform, the major search platforms and various forums, so that tourists can learn and know the scenic spots in advance in many ways.

Acknowledgment

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