

Evaluation of the Development Effect of Rural Tourism Cultural Resources in Yunnan Province under the Background of Scenic Village Integration

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Abstract: Scenic village integration is an effective strategy to promote the development of rural cultural tourism and further promote the revitalization of rural areas. As a province with a large cultural tourism industry, the development of rural tourism resources in Yunnan Province also has the problem of inadequate development and utilization of rural tourism resources. This paper takes the development of rural tourism and cultural resources in Yunnan Province as the research object, and evaluates the integrated development of rural landscape and village in Yunnan Province by the MDM-AHP-FCE method. In view of the existing problems, countermeasures and suggestions are proposed at the ideological level and the implementation level to support the development of cultural tourism industry in rural Yunnan to promote rural revitalization.

1. Introduction

"Scenic Village Integration" is based on three major types of tourist attractions, namely, architectural and facilities landscape, historical sites landscape and humanities activities landscape, coupled with three types of rural ecological landscapes, rural production landscapes and rural lifestyles. Re-examining the current prospects for rural integration can harmonize the development of economic and ecological issues, promote the integration of rural resources and tourism development, and promote the enhancement of rural economic, ecological and cultural functions [1]. This paper focuses on the internal conditions of rural tourism development in Yunnan Province, the evaluation of resource development from two basic dimensions, from the construction of protection system and tourism development planning two aspects of countermeasures, actively explore the potential cultural value of the countryside, to build the protection and development of landscape and village integration mode, to promote the protection of national culture and the excavation of organic integration of sustainable development of villages.

2. Analysis on the internal conditions of rural tourism development in Yunnan Province

2.1 Rural tourism development in Yunnan Province

The development process of rural tourism in Yunnan Province has shifted from traditional sightseeing tourism to in-depth experience, forming a new business form with rural tourism as the core, promoting the revitalization of rural areas and the integrated development of cultural tourism. Tourism in Yunnan began to develop in the 1970s, when there was only one travel agency in the province. In 1988, Yunnan Province first proposed to include tourism as a major industry. In 1995, the province received 600,000 overseas tourists, and foreign exchange earnings from tourism rose to US\$165 million, ranking eighth in China. It received 16.22 million domestic tourists, and the annual tourism revenue reached 6.1 billion yuan, realising the transformation from "reception industry type" to "economic industry type". Subsequently, tourism was listed as one of the four pillar industries in Yunnan Province. In 2005, in order to cope with the fierce competition in the tourism industry, Yunnan Province promoted the adjustment and optimisation of the tourism structure and actively promoted the development of tourism in the direction of composite tourism. With the increasing prosperity of the tourism market, Yunnan Province is actively promoting the construction of major tourism projects, establishing a good image as a major tourism province,

improving infrastructure including clothing, food, housing and transportation, and promoting the transformation and upgrading of the tourism industry. In 2022, the tourism market in Yunnan Province will gain momentum. In June 2022, Yunnan received 1.0454 million tourists from other provinces, an increase of 80.13% from the previous month, and the tourism market gradually recovered. With the epidemic subsiding, Yunnan's tourism industry is recovering at an accelerated pace. In 2023, the "May Day" holiday received a total of 35.013 million tourists, achieving tourism revenue of 34.96 billion yuan, up 290.8% and 29[2].

2.2 Analysis of rural tourism resources in Yunnan Province

First, the location is excellent. Yunnan Province is located in the southwest border of the motherland, bordering Myanmar, Vietnam and Laos, so the countryside has a unique style, such as Yinjing Village in Ruili City, Dehong Prefecture, located next to the China-Myanmar Border Monument No. 71, the border line divides the whole village into two, the Chinese side is called Yinjing, the Myanmar side is called Mang-xiu, is the so-called "one village and two countries". Yunnan, Thailand and Cambodia are connected to the Mekong River by the Lancang River, which is truly "I live at the head of the river, you live at the end of the river, sharing the water of the same river". Yunnan is also close to Malaysia, Singapore, India, Bangladesh and other countries, making it one of the provinces with the most neighbors and one of the provinces with the longest land border in China [3]. This unique and superior location advantage makes Yunnan's rural tourism very international.

Second, the natural environment is beautiful. The unique geographical environment and typical three-dimensional climate produce rich natural resources; Yunnan has many mountains, valleys, rivers and lakes. The terrain is in the shape of a staircase, high in the north and low in the south, with a great difference in height. From Kawagbo Peak at 6740 meters above sea level to Hekou Valley at 76.4 meters above sea level, it covers almost all the climatic characteristics of China from Harbin to Sanya. The province has 9 climate types, most regions have no cold winter, no hot summer, and the four seasons are like spring. The province has 35 scenic spots rated above 3A level, and the tourism resources of each city and province are different and can complement each other, beautiful mountains and rivers, and different styles.

Thirdly, the ethnic customs are unique and the characteristic villages are rich. Yunnan has a colorful history and culture.

2.3 Types of rural tourism cultural resources development

By the end of 2022, there will be more than 350 complete rural tourism attractions throughout Yunnan Province, forming a rural tourism pattern of "three lines" and "four districts" around famous natural and cultural landscape resources such as Lijiang and Shangri-La. The "Three Lines" are the Lijiang-Dali high-speed railway line, the Lijiang-Dali expressway route and the Kunming-Lijiang-Dali expressway route. "Four areas" refers to Kunming urban leisure area, Lijiang and Dali characteristic tourism area, Shangri-La rural tourism area and Xishuangbanna ecological tourism area. According to statistics, Yunnan Province now has more than 500 resorts, more than 70 characteristic ethnic villages and nearly 10,000 rural farmhouses, as well as relatively complete rural tourism attractions, such as state-level large-scale leisure rural agricultural culture tourism project comprehensive management service system demonstration sites and provincial large-scale leisure rural agricultural culture tourism characteristic cities. It has directly created 84,000 local jobs and indirectly created 320,000 jobs [4].

In terms of types, rural tourism in Yunnan can be roughly divided into five types: The first is recreational rural tourism, which mainly meets the needs of tourists for sightseeing and relaxation. The second is innovative rural tourism, which attracts tourists with innovative and creative play projects, taking into account the depth of play while meeting the needs of tourists for leisure and relaxation. The third is farm experience rural tourism, which provides tourists with farm experience services such as planting, picking and fishing to meet the in-depth play needs of tourists. The fourth is minority culture experience rural tourism, with Yunnan minority culture as the carrier, to provide tourists with characteristic experience services. The fifth is leisure and holiday-style rural tourism,

which is a new type of rural tourism.

3. Evaluation of resource development impact

3.1 Construction of the evaluation system

The integrated research method of MDM-AHP-FCE [5] was comprehensively applied. First, the evaluation index system of rural tourism resources in Yunnan Province was constructed by analyzing national and local standards, combing and referring to relevant literature, and combining with the characteristics of the rural environment in Yunnan Province. Then, the modified Delphi method (MDM) was adopted to obtain opinions from pre-selected experts. In addition, the original framework of the indicator system was modified and improved. After the experts formed consistent opinions, opinions on the weight of the indicator system were further solicited, and YAHP12.7 was used to calculate the overall weight of each indicator and form the evaluation system of rural tourism resources (The results are shown in table 1).

Table 1 Evaluation system

Criterion layer	Evaluation item	Evaluation item description	Evaluation index	Evaluation index description
Resource factor valueA1-0.72	Tourism valueB1-0.41	The value and functional dimension of rural tourism resources are the embodiment of tourism of rural landscape resources	Viewing, recreation, utilityC1-0.14	Resources Beauty, appeal, attractiveness, comfort, usability and other value representations
			Historical and cultural valueC2-0.15	The long history and influence of resources and their cultural characteristics and representativeness
			The value of science and artC3-0.12	Contributing resources to scientific research, artistic development, etc.
	Resource attributeB2-0.31	A comprehensive evaluation of the existence and performance of rural tourism resources	Degree of rarity and strangenessC4-0.11	Scarcity of species, landscapes, resources, etc., and their rarity in other areas.
			Scale, abundance, probabilityC5-0.08	Expressing the volume of resources, spatial scale, level of impact, number of people involved, etc., as well as the richness of the resource mix and the frequency of the phenomenon and the cyclicity of the activity.
			integralityC6-0.12	The completeness of the form and structure of resources
Benefit of resource exploitation A2-0.99	Environmental conditionB3-0.25	It embodies the environmental characteristics of the rural tourism resources when it is	Landscape ruralityC7-0.10	Degree to which rural intentions and perceptions are conveyed and represented by resource

		to be developed		development
			Ecological vulnerabilityC8-0.06	The degree of inhibition and damage to the ecological environment caused by resource exploitation
			Recreation safetyC9-0.09	The extent of health and safety hazards that resource exploitation may bring to rural tourists
	Development benefitB4-0.74	It indicates the comprehensive benefits that the development of rural tourism resources may bring	Economic benefitC1-0.11	The extent to which resource exploitation contributes to a prosperous industry and a prosperous life
			Social benefitC11-0.35	The contribution degree of resource exploitation to rural culture and effective governance
			Environmental benefitC12-0.28	Contributing to sustainable livelihoods and protecting the environment

3.2 Evaluation of the development of tourism resources

After the completion of the above work, experts, scholars and insiders familiar with the situation are invited to evaluate and grade the typical rural tourism resources in the region, and the evaluation scores of each typical resource are obtained according to the weights of each index in the evaluation system, so as to determine the resource grade, providing a solid basis for the formation of reasonable development plans for rural tourism resources (The results of the evaluation are shown in table 2).

Table 2 Rural tourism resources assessment table

Average score of main class and subordinate typical source unit	Average score of subclass and subclass typical source unit	Average score of basic type and subordinate typical resource unit	Resource score	Resource level
Rural ecological landscape tourism resources(65.72)	waterscape(68.25)	Recreational reach	71.92	Level 4
		Recreation Lake District	68.91	level 3
		Dongting View	67.7	level 3
		Wetland	61.58	level 2
	biolandscape(67.44)	Vegetation landscape	64.35	level 2
		Wildlife habitat	66.28	level 2
	Meteorological and climatic class(63.59)	Cloud landscape	64.84	level 2
		Phenological landscape	60.24	level 2
	Water facilities class(64.54)	Embankment section	66.52	level 3
		Port, ferry, wharf	60.15	level 1

		Drainage channel	68.01	level 3
The countryside produces landscape tourism resources(67.62)	Rural Landscape (69.3)	Fish Pond landscape	70.48	level 4
		Paddy field landscape	72.2	level 4
		Dryland landscape	62.22	level 2
	Agricultural Products (62.35)	Quality aquatic products	62.84	level 2
		Characteristic rice	59.86	level 1
		Green fruits and vegetables	63.18	level 2
	Agricultural facilities (67.71)	Agricultural production facilities	62.64	level 2
		Pits, ditches, ridges	67.82	level 3
		Aquaculture facilities	61.69	level 2
	Agricultural activities(68.32)	Farm festival	67.55	level 3
		Agricultural labor	69.01	level 3
Rural Life Landscape Tourism Resources (63.01)	Building Facilities (62.9)	Architectural remains	69.48	level 3
		Brick factory chimney	59.02	level 1
		Places of religious and sacrificial activities	66.48	level 3
		Tower building	57.95	level 1
	Landscape Sketch (63.34)	Single tree and cluster tree	63.52	level 2
		Scenic spot	59.08	level 1
	Humanities Activities (62.84)	Religious activities and temple fairs	69.4	level 3
		Local personnel activities	69.36	Level 3
	Modern Festivals (59.76)	Modern festival	69.76	Level 3
		Cultural heritage	72.24	Level 4
		Local custom	60.28	Level 2
	Traditional performing arts	65.98	Level 3	

Rural tourism resources are composed of 3 main categories, 12 subcategories, 31 basic types and 36 typical resources. According to the results of fuzzy comprehensive evaluation of rural tourism resources, it can be concluded that rural tourism resources in Yunnan are mainly tertiary and secondary resources, with 12 and 14 typical resources, accounting for 33.33% and 38.89% respectively. The second is primary resources, with 7 typical resource monomers, accounting for 19.44%, and quaternary resources, with 3 resource monomers, accounting for 8.33%.

Based on the above structural analysis, it can be judged that rural tourism resources have a high abundance; the number of typical resources is large, and the proportion of tertiary and quaternary rural tourism resources is close to half, indicating that the resource quality is higher. In terms of the number of third and fourth typical resources, there are 5 ecological, production and living landscape tourism resources, indicating that the typical resources are complete, balanced and well combined. In terms of resource level, there are four levels of ecological and production landscape tourism resources, but the number is small, and there are no four levels of living landscape tourism resources, indicating that rural tourism development in Yunnan Province has the development

potential of landscape and village integration, but the development and utilization of fine tourism resources is not in place.

4. Development recommendations

4.1 Focus on development grading and categorisation

A hierarchical and categorized approach to resource management can provide guidelines for the targeted formulation of resource development, protection and phased construction projects. On the other hand, it also helps to promote the mutual integration of different territorial spatial functions and landscapes, which is conducive to the integrated development of rural scenic villages. First, the development of rural tourism resources must be guided by thought on ecological civilization, establish the value concept of the synergistic development of ecology-production-life, and practice the concept of the development of the living community of mountains, water, forests, fields, lakes and grasses. Second, build a new resource concept of rural tourism development, take rural tourism as a new concept of contemporary rural tourism, promote the development of spatial, industrial, elemental and management fields, and realize the transformation of rural tourism attractions from traditional attraction resources to rural social and ecological landscape resources of the "three lives".

4.2 Create characteristic local rural tourism products

Ancient cities", "hot springs", "lakes" and so on are the favorite excursion projects of tourists, in addition to "gingko village", "lotus", "gingko village", "lotus", "gingko village", "gingko village" and so on. In addition, "gingko village", "lotus", "cherry blossom" and other artificial landscape is also preferred by tourists, but such products must avoid similarity, it is recommended that each place in the construction of the tour project to make full use of local resource endowment, the development of local characteristics of the product [6]. First, the integration of resources, activate the main body of farmers, rural resources, social forces and other multi-directional kinetic energy, to explore the establishment of diversified, win-win type of rural tourism development and business management model. The key to strengthening the "Rural Tourism +" model is the creation of a series of rural tourism brand projects, integrating cultural heritage, popular science promotion, garden visits and leisure picking. Secondly, Yunnan rural tourism must focus on national cultural advantages to do full article, to make good use of Yunnan's unique and diverse natural, cultural, historical and other advantageous resources, focusing on the creation of "China's Most Beautiful Nostalgia Tourism Belt" with Yunnan's rural tourism characteristics and features, focusing on the construction of local regional characteristics and features of "Yunnan's Most Beautiful Nostalgia Tourism Belt", focusing on the construction of local regional characteristics and features of "Yunnan Rural Tourism". "Yunnan's Most Beautiful Nostalgia Tourist Places", passing on history and culture to tourists through high-quality programme exhibitions, storytelling and other forms to create an experiential, immersive rural tourism brand, supplemented by ethnic museums, ethnic cultural stations and other rich study tour modes to promote the in-depth integration of tourism and ethnic culture.

4.3 Improve tourism support services

First of all, on the basis of ensuring the original taste of ingredients, villages can develop products with good taste, delicacy and special features, and maintain cooking methods unique to each region and ethnic group, such as bao yao, fire yao, smoking, pounding, stone cooking, heating with fire ash, and use ancient cooking utensils such as bamboo tubes, banana leaves, copper pots, tiles and stone trays, so that "eating" can become an important part of experiencing the cultures. Second, it is recommended that when developing standards for B&B facilities and equipment or star rating standards, cleanliness, facilities and equipment, the surrounding environment, and transportation and travel should be considered as necessary conditions. The government should encourage enterprises to design and build B&Bs with local culture, ethnicity and folklore styles, for

example, Kunming City, Yuxi City and other areas in central Yunnan to create ‘one-word’ compound-type B&Bs; Chuxiong Prefecture, a gathering place for the Yi ethnic group, to create ‘Tupa room’ B&Bs; Hani ethnic group gathering place Honghe Prefecture to create a ‘mushroom room’ B&B. In the countryside, we will do good work in the countryside. In the context of the rural landscape, it is imperative to ensure the effective enhancement of the environment. This should be achieved through the formulation of a practical housing style map for the newly constructed village. It is essential to exercise meticulous attention to the creation of housing styles and to provide guidance to the local populace in the construction of housing. This approach is crucial to prevent the haphazard development of housing and to ensure the maintenance of landscape consistency.

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